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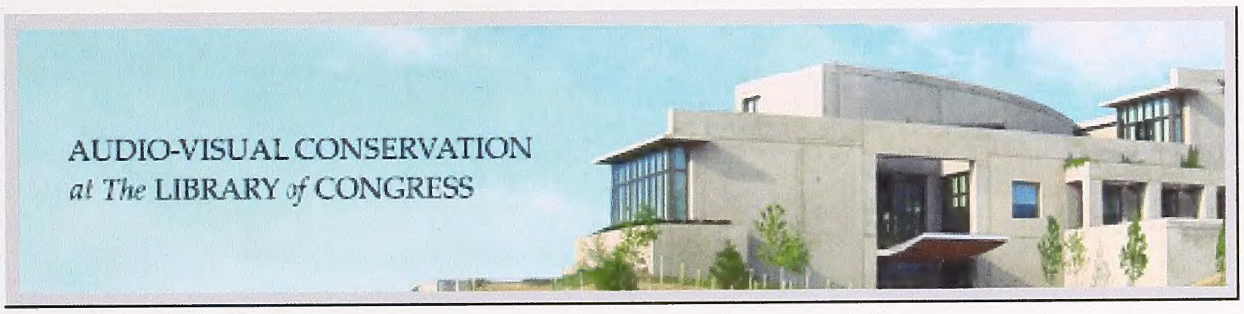
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PUBLISHER'S BINDING

5 - MAR 11

Copy 1

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

OL. 82, NO. 64 NEW YORK, U.S.A., TUESDAY, OCTOBER 1, 1957 TEN CENTS

ee Permit for Each

dentical Bids y Three for . A. Toll-TV

kiatron, Telemeter and arriscope Wait Decision

By WILLIAM R. WEAVER

LOS ANGELES, Sept. 30 – Iden-cal minimum bids by Skiatron, Fox Vest Coast Theatres-Telemeter and larriscope, were opened in public ession by the City Council today and ead aloud to a capacity audience resent in the council chamber to ttend the first reading of the pro-osed ordinance authorizing the city enter into contract for transferring rooklyn Dodgers to Los Angeles.

When the council clerk completed eading the bids, an invitation was xtended to anyone who wished to aise the bids to do so, but nobody id. Bids then were turned over to e council committee on industry and ansportation, to analyze them and eport back to the council.

Councilman L. E. Timberlake,

(*Continued on page* 6)

0 Leave Here Today or 'Raintree' Premiere

More than 50 film stars, M-G-M ome office executives and newspaper nd magazine writers from the east ill leave today for Louisville to at-nd the world premiere of M-G-M's Raintree County" and other festivi-es leading up to the event to take lace tomorrow night at the Brown heatre in the Kentucky city.

On arrival in Louisville, the New ork plane will be met by two high

(*Continued on page* 6)

TRADEWISE
on page 2

Television Today
on page 8

U-I Sales Conference To Start October 14

A week-long sales conference to be followed later by seven regional meetings will be started October 14 by Charles J. Feldman, vice-president and general sales manager of Universal - International, at the Essex House here.

Charles Feldman

Milton R. Rackmil, president, and Alfred E. Daff, executive vice-president, will address the opening session, which will be attended by the home office sales cabinet, divi-

(*Continued on page* 7)

Johnston Will Testify On Media Program

From THE DAILY Bureau

WASHINGTON, Sept. 30.—Motion Picture Association president Eric Johnston is scheduled to testify in the upcoming Senate Foreign Relations Subcommittee hearings on the

(*Continued on page* 7)

Kodak Scientist Wins SMPTE Highest Award

The progress medal of the Society of Motion Picture and Television Engineers has been awarded to Ralph M. Evans, director of the Color Tech-

(*Continued on page* 6)

In Fight Against Loew's Management

Tomlinson Will File Proxy Contest Notice

Notifies SEC He Will Propose Candidates For Board, Solicit Proxies for Meeting

By J. A. OTTEN

WASHINGTON, Sept. 30—Joseph Tomlinson told the Securities and Exchange Commission he would propose candidates for the board of directors of Loew's, Inc. and solicit stockholder proxies in his fight against the Joseph R. Vogel management.

Thus the struggle for control between Vogel and Tomlinson formally erupted into a full-scale proxy battle.

Tomlinson notified the SEC he would propose candidates and solicit proxies for the stockholder meeting presently scheduled for October 15. He did not say who these candidates would be.

"Approximately a year ago I be-

(*Continued on page* 6)

Tomlinson vs. Loew's Affidavits Are Filed

Special to THE DAILY

WILMINGTON, Sept. 30 – Affidavits were filed here today in the U.S. District Court suit of Joseph Tomlinson against Loew's, Inc., and four individuals. Wilmington attorney Clair John Killoran appeared on behalf of the four individual defendants: Joseph R. Vogel, William A. Parker, George L. Killion and John L. Sullivan.

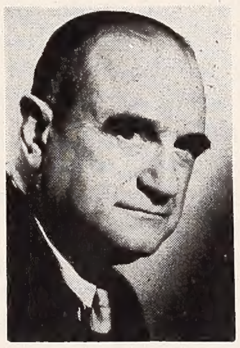
Four affidavits were filed by Tomlinson's attorneys, Logan, Marvel, Boggs and Theisen. They are:

¶ An affidavit of Stanley Meyer that he knows the contents of the

(*Continued on page* 6)

Fixed Standard Needed For Films: Goldsmith

This would be a good time to fix on one film standard for theatre films, Dr. Alfred N. Goldsmith, president of the National Television Film Council, states in the monthly bulletin to members.



Dr. A. Goldsmith

"Assuming it is not too late," he states, "the present would be a fine time to fix on one film standard for theatre films. Or, if that is impracticable in the viewpoint of the cinematic maestros, at least let us have one film standard for any picture later to be

(*Continued on page* 6)

Production Code Is Highly Effective Instrument: Powell

The Production Code is a highly effective instrument in the production of pictures, which serves admirably in addition to its other functions as something of a "clearing house" for information concerning possibly censorable material in various areas, in the opinion of Dick Powell. The only slightly-greying producer was the interviewee at a luncheon at Al & Dick's Restaurant on New York's 54th Street yesterday, where the trade press found him articulate and reasonably optimistic.

Some such benevolent supervision as the Production Code Administration exercises is essential, he said, and he expressed himself most positively with respect to the value of the Code. He has just completed "The Enemy Below" from the best selling book, producing the film in Hono-

(*Continued on page* 7)

'Buccaneer' to Be '58 'Blockbuster': Balaban

From THE DAILY Bureau

HOLLYWOOD, Sept. 30 – Barney Balaban, president of Paramount Pictures, today predicted "The Buccaneer" will be Paramount's "blockbuster" for 1958, just as "The Ten Commandments" will be remembered as its blockbuster for '57, in a special

(*Continued on page* 6)

PN1993 .M43

PERSONAL MENTION

P. T. DANA, Universal Pictures Eastern sales manager, left New York last night for Boston and Buffalo. He will return on Friday.

•

Maurice "Red" Silverstein, M-G-M home office executive, returned to New York yesterday from the Coast.

•

Richard Gordon, Amalgamated Productions executive, left here yesterday for London.

•

W. S. Tower, Jr., managing director of Westrex Co., Ltd., Westrex Corp. subsidiary in England has returned to London from New York.

•

Fred Haas, Fabian Theatres construction engineer, has returned to New York from Albany.

•

Herb Steinberg, Paramount's national exploitation manager, left New York last night by plane for Detroit.

•

John H. Harris, head of Harris Amusement Co., Pittsburgh, is recuperating at Mercy Hospital there following surgery.

•

J. J. Cohn, M-G-M studio executive, arrived in New York yesterday from the Coast.

•

Pandro S. Berman, producer, is vacationing in New York from Hollywood.

•

Anthony Perkins will arrive in New York later this week from Hollywood.

'Les Girls' Selected for Command Performance

From THE DAILY Bureau

LONDON, Sept. 30.—M-G-M's "Les Girls" has been chosen to be shown at the Royal Command Performance to be held here this month at the Leicester Square Odeon.

Joseph Faith, 58

HARTFORD, Sept. 30.—Joseph W. Faith, 58, operator of four Connecticut theatres, is dead after a brief illness. He had operated the Carberry, Bristol; Luxor, Unionville; Cinema, Collinsville, and Mayfair, Terryville, for many years.

TRADEWISE

By ONLOOKER

JOSEPH TOMLINSON, in a statement issued to the press last week, disclaimed any intention to control Loew's, Inc., and asserted that his "sole interest" is to assure competent and able management so as to protect his investment in Loew's and to help protect other shareholders in the preservation of their investment. Since that's all Tomlinson is interested in, let's review what he's been doing in the last 10 months to realize it. . . . Last December he called a press conference at which he said he wanted representation on the Loew's board—how much, he wouldn't say—as the company's largest individual stockholder. Tomlinson went on to criticize what he called nepotism, carryover executive cliques, waste in operations and unsatisfactory production results. He asked that the number of company executives on the board be reduced. . . . Joseph R. Vogel, Loew's president, even prior to that time, although he had been in office only 60 days, already had taken numerous steps to correct the things of which Tomlinson complained. Nevertheless, anxious to buy peace which would give him the opportunity to get along with the all-important task of reorganizing studio operations and getting strong, new attractions into work there, Vogel acquiesced to a plan to give Tomlinson six directors on a 13-man board, having only the same number friendly to himself and one "neutral" member. . . . Anyone would assume that this arrangement was being more than generous to an individual who owned less than five per cent of the company's outstanding stock.

AFFIDAVITS SWORN to and on file in the Delaware Chancery court testify that Tomlinson, instead of cooperating with management, demanded more and more power for himself, conducted a campaign of obstruction and harassment within the board and to the detriment of management and the company. . . . According to one affidavit, Tomlinson's accomplice, Stanley Meyer, "confessed" that the two, with the assistance of Louis B. Mayer, were engaged in a design to seize control of Loew's and oust its management. Meyer said he wished to break away from his association with Tomlinson because of his possible liability for actions taken or contemplated, according to the affidavit. . . . Tomlinson's attorney, Benjamin Javits, did leave him. A public relations executive associated with him at the time, did leave him. At the same time, trade, financial and large segments of interested public opinion rallied to Vogel. . . . And what was Tomlinson's idea of providing "competent and able management"? Item, a young man without previous experience for president of the company. Item, later, a film producer without administrative experience for president, with the younger man to become a high studio executive. Item, Mayer, whom the company removed years before, to be reinstated at the studio.

THIS MAN who doesn't want control of Loew's, he says, seized upon an emergency situation last July to call a meeting of a "rump" board of directors whose acts, had they not subsequently been branded invalid by the Delaware court, would have put control of the company in his hands. This man who wants only to protect his own and other shareholders' investments in the company, has fought through every court available to him, and continues to fight, to prevent the holding of a special meeting, called by Vogel, at which Loew's stockholders could make known their will. Nor has he come forward with a slate of directors, a management slate or operations program, or anything else to place before stockholders and seek their support. His moves, insofar as they can be judged in the open, appear to be aimed at prolonging the campaign of harassment and obstruction against management as long as possible.

The man's actions and record are complete strangers to his statement.

Famous Players' Net In Drop for Quarter

Special to THE DAILY

TORONTO, Sept. 30.—Failure of several important films to meet expectations resulted in a drop in net profit in the second quarter of Famous Players Canadian Corp., according to a report by John J. Fitzgibbons, Sr., president and managing director. Net profits for the company for the first six months of the year reached the unaudited figure of $1,168,455, compared with $1,312106 for the same period last year.

Fitzgibbons said the same films which failed to meet expectations in the key-runs "were meeting with success in later engagements."

"The Ten Commandments" is continuing to play to record-breaking audiences wherever it is presented and "Around the World in 80 Days," now playing to capacity business in Montreal, Toronto, Vancouver and Winnipeg, will open in Calgary, Regina and Edmondton towards the end of this month he stated. Cinerama opens in Toronto in October.

Fitzgibbons said Telemeter would be demonstrated in Canada this winter and be in operation in at least one Canadian community within a year. Equipment will be manufactured in Canada.

MPEA Meeting Today

The board of directors of the Motion Picture Export Association will meet today at 11 A.M. to discuss recent import-export developments in Spain, Israel, India, Burma, the Philippines, Chile and Peru.

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FRANCHISE APPLICANTS!

The TELEMETER demonstration in New York City surpassed in interest and in results anything we had hoped for . . . particularly from *motion picture exhibitors* who indicated immediate interest in TELEMETER franchises.

To date we have received applications for TELEMETER franchises from nearly every part of the U.S. and Canada . . . and many, many more than we expected.

The unexpected large number of applications for franchises is the reason for this advertisement. If you are one of the exhibitors who has written in expressing interest in a TELEMETER franchise and you haven't received a reply . . . please be patient, we are processing the inquiries as rapidly as possible and you will be hearing from us shortly.

Also we wish to announce that the exhibition that was shown at the Savoy Plaza Hotel in New York City has been reassembled in Los Angeles so that anyone who may have missed the show there may see it at the International TELEMETER Corporation laboratories at 2000 Stoner Avenue in West Los Angeles. At the same time we announce the opening of an Eastern office in the Paramount Building, 1501 Broadway, New York 36, New York.

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Directed by JOSEF VON STERNBERG • Written and Produced by JULES FURTHMAN

Agenda Set for Carolina Meet

Special to THE DAILY

CHARLOTTE, N. C., Sept. 30.—Registration for the 45th annual meeting of the Theatre Owners of North & South Carolina, to be held at the Grove Park Hotel in Ashville, N. C., will open on Sunday morning, Oct. 13, with a noon-time luncheon. A cocktail party and supper buffet will be other events of the day, which will end with a "Las Vegas" party.

Monday morning's business session, "So You Wanna Make Something Out of It?" will discuss sales promotion ideas. Informal Monday night entertainment will include cocktails, a cook-out, and square dance.

On Tuesday morning, exchange managers will present "What's Coming Up?," a resume of forthcoming product, to be followed by speeches by Ernest Stellings and Herman Levy. Later, stockholders will discuss pertinent business and elect new officers and directors for the coming year. Outgoing president Howard B. McNally will preside at the convention's final dinner, which will be followed by a dance.

The entertainment highlight of the three-day conclave for the men will be a golf tournament, to be held Monday afternoon at the Asheville Country Club. The ladies will make a tour of neighboring points of interest.

Tomlinson vs. Loew's

(*Continued from page 1*)

complaint and that the matters stated therein are true to his knowledge except such matters as are stated to be upon information and belief, and as to those matters he believes them to be true.

¶ Affidavit of Stephen Ailes, of the Washington law firm of Steptoe and Johnson.

¶ Two affidavits of John E. Nolan of the Washington law firm of Steptoe and Johnson, attaching various correspondence, as well as an Arthur Anderson & Co. report on a review of accounting policies and procedures dated June, 1957, and a general survey of picture-making operations by Booz, Allen & Hamilton, management consultants.

'Scorpion' Here Oct. 11

Warner Bros.' "The Black Scorpion" will have its New York premiere on Friday, Oct. 11, at the Paramount Theatre.

Tomlinson in Proxy Contest

(*Continued from page 1*)

came concerned over the condition of Loew's Inc., and the decline in the value of my investment in the company," Tomlinson told the SEC. "I have now decided to propose candidates for the board of directors and to solicit proxies for the special meeting of stockholders now scheduled for October 15, or any adjournment of that meeting."

Tomlinson made his statements in filing a so-called form 14-B, the form on which all participants or solicitors in proxy fights must list their background and interest in the controversy. Dozens of individuals have notified the SEC of their intention to solicit proxies for the Loew's management.

In his statement, Tomlinson declared he owns directly or indirectly 180,000 Loew's shares out of the 5,366,777 outstanding. He reported that between August 31, 1955 and August 31, 1957, he bought 70,000 of these shares, the last batch in December 1956—a 5,000 block. He said he still owes $1,119,430 on the stock bought during the last two years.

Two Other Actions Filed

Tomlinson has already brought court actions in his fight—by one to enjoin the October 15 meeting, and another to ban the voting of the proxies obtained by the Vogel group for the September 12 stockholder meeting, the original meeting date called by Vogel.

'Buccaneer'

(*Continued from page 1*)

ceremonial address on Stage 15 at studio, as the historical multi-million-dollar adventure film went before cameras.

Balaban said, "This one has ingredients that made 'The Ten Commandments' successful." With Henry Wilcoxon, Cecil B. DeMille's associate producer, taking over initial responsibilities as producer, the film stars Yul Brynner and Charlton Heston, who re-joined to head a cast including Charles Boyer, Claire Bloom and Inger Stevens.

DeMille Introduces Quinn

Anthony Quinn was introduced by DeMille, who offered his good wishes to the Academy Award winning star for his first opportunity as a director with this spectacular film.

Balaban later remarked that Paramount's share of earnings to date on "The Ten Commandments" is approximately $14,000,000, which takes care of the negative cost plus; and that the company must get back $25,000,000 to break even, which he expected would be realized by the end of next year.

Fixed Standard

(*Continued from page 1*)

used in television—which probably means most films. Even if this involves dual shooting, simultaneous or otherwise, it would be a great boon to all.

The problem will become more acute, Dr. Goldsmith writes, now that television widely uses former theatrical films and subscription television may do the same for theatre films of later vintage than those now in use.

50 Leaving Here

(*Continued from page 1*)

school bands which will play several tunes from "Raintree County" until the west coast plane arrives via Chicago with its contingent of approximately 50 stars, newspaper and magazine writers from Hollywood, Los Angeles and Chicago.

A full day of activity is planned for the guests from all parts of the country, starting with luncheon at the Brown Hotel which will be the headquarters for all guests during their two-day visit in Louisville. A motorcade of 50 cars will drive the arrivals to the hotel.

Among the personalities leaving from New York by plane today are Ed Sullivan, syndicated columnist who will show highlights on his TV show next Sunday night; Jane Powell and her husband Pat McNearny; Myrna Hansen, who appears in the film; Howard Dietz, Charles Reagan, John P. Byrne, Robert Mochrie and a number of others.

Both east and west contingents are scheduled to return to their respective headquarters by Thursday afternoon.

Kodak Scientist

(*Continued from page 1*)

nology Division at Eastman Kodak Company and a pioneer in the study of visual effects in color photography.

The medal, given annually for major contribution to progress of photography, is the Society's highest award. The Kodak scientist will receive it in presentation ceremony at a dinner on Friday, Oct. 4, at the 82nd SMPTE Convention at the Sheraton Hotel in Philadelphia.

L. A. Hearing

(*Continued from page 1*)

chairman of that committee, told th press he will not report back to th council on the bids until the Dodge matter has been concluded, prol ably some time next week.

Although the Dodgers matter ar pay-television are not officially co nected, Councilman John C. Hollan leader of the council faction oppo ing the Dodgers deal, consented the reading of the pay-television bi today only on the stipulation that franchise would be granted pendi committee consideration and subs quent discussion in council.

Holland indicated plainly that I intends to oppose awarding a pa television franchise to anyone un after the Dodgers deal has bee wound up, one way or other.

The pay-television franchise pr vides that the franchise holders p the city two per cent of the gro revenue. Since all three concer making identical minimum bids tod had made application for the san terms and had been approved applicants, the outlook is for all thr to come up with identical franchis simultaneously.

Skiatron Silence on Finances Hit by San Francisco Official

SAN FRANCISCO, Sept. 30 Matthew Fox's Skiatron TV has "i sulted San Francisco" for refusing furnish a statement of its financial r sources. Harold S. Dobbs, chairm of the city's finance committee, sa late last week at a three-hour sessi of the current toll TV hearings.

Dobb's accusation indicated th Skiatron's application will not be r considered until the company pr vides a complete financial repo Dobbs told Alan Lane of Skiatr that San Francisco "most certainly interested in the financial structu of any concern seeking a paid T franchise," to which Lane replied I firm saw no importance in comi up with a financial statement.

Meanwhile, a representative Paramount's International Telemet also seeking a San Francisco fra chise, approval of which depends u on recommendation of the finan committee, has assured chairm Dobbs that his firm will furn "within two weeks a statement our ability to finance all our oblig tions."

'Payment' in 400 Dat

Jerry Wald's "No Down Paymer will open in more than 400 theat this month, 20th Century-Fox has a nounced.

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J-I Sales Meet

(Continued from page 1)

on and district sales managers. The vision, district and branch managers ıd salesmen also will attend the strict sales meetings which will fol- w in Boston, Philadelphia, Cincin- ıti, Chicago, Kansas City, Houston ıd San Francisco.

District managers will arrive Fri- ıy, October 11, and will attend the emiere of "My Man Godfrey" at e Roxy Theatre. Six additional pic- res, including "The Tarnished An- ıls," "A Game Called Love," "This Russia," "Summer Love," "Damn itizen" and "Magnificent Brat" will shown during the sessions.

Promotional plans for the first half 1958 will be discussed one day by avid A. Lipton, vice-president in ıarge of publicity, advertising and ploitation, and other publicity and lvertising executives.

Sales executives who will attend clude: F. J. A. McCarthy, assistant neral sales manager; P. T. Dana, stern sales manager; Foster M. ake, western sales manager; Henry Martin, southern sales manager; mes J. Jordan, circuit sales man- er; and Joseph Gins, Boston; P. F. ısian, Cleveland; Manie M. Gott- b, Chicago; Lester Zucker, Kansas ty; Barney Rose, San Francisco; mes V. Frew, Atlanta, and R. N. ilkinson, Dallas, district managers.

ohnston to Testify

(Continued from page 1)

vernment's information media guar- tee program.

The subcommittee, headed by Sen- or Mansfield (D., Mont.), is tenta- ely slated to begin the hearings xt Monday. U. S. Information gency officials are scheduled to be- ı the hearings, explaining the op- ıtion of the program under which government guaranteed converti- ity of money earned by film com- nies, book publishers, newspapers d other media distributing their oducts overseas. Johnston is expect- to argue that the program has orked well in getting the U. S. point view into many foreign countries.

onor Lewis at Capitol

Last night was "Joe E. Lewis ght" on Broadway. The American ild of Variety Artists honored the nous night club comedian "for his tstanding contribution to the thea- cal profession and to commemorate presentation of his life's story, he Joker Is Wild," which is the rrent attraction at the Capitol ıeatre, where the ceremonies were ld on stage.

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FEATURE REVIEWS

The Girl in Black Stockings

Bel-Air—United Artists

A resort hotel at Kanab, Utah, is the scene for this modest little murder mystery from Bel-Air Productions, and it has almost as many suspects as it does characters, less, of course, the occasional victims. Most of the latter are shapely dames whose provocative attitudes invariably send the killer into a state of mad aggression —this being a *psychological* mystery.

The cast is headed by Lex Barker, Anne Bancroft and Mamie Van Doren with Ron Randell, Marie Windsor and John Dehner in support. Only Miss Bancroft, who has given several fine performances on television recently, seems to rise above mild complications of the script with an intelligent, straightforward performance that also has one or two surprises.

The screenplay by Richard Landau, based on a story by Peter Godfrey, opens with the discovery of what the tabloids like to call the "wanton slaying" of one of the hotel's prettier guests, who subsequent investigation reveals, was something of a flirt. Under suspicion at one time or another are Barker, a visiting lawyer; Miss Bancroft, an employee of the hotel; Randell, the misogynist-owner of the hotel, who claims to be completely paralyzed; Miss Windsor, his over-protective sister; John Holland, a has-been movie actor, and numerous others. Only the platinum blonde Miss Van Doren, who obviously will be an eventual victim, and Dehner, the local sheriff escape suspicion.

The trail of bodies makes for a fair amount of suspense and the eventual solution is quite acceptable, though there are a couple of questions left hanging in mid-air, at least in the mind of one reviewer. Howard W. Koch was director, and Aubrey Schenck executive producer.

Running time, 73 minutes. General classification. Release, in October.

Vincent Canby

Brothers in Law

Boulting-Cont. Dist.

"Brothers in Law" is a much more entertaining picture than the Boulting Brothers' success of last year, "Private's Progress." Having none of that earlier release's fantastic situations or pronounced British dialogue, "Brothers in Law" is the very funny account of two young men getting started in the legal profession, much in the vein of the popular "Doctor in the House."

Ian Carmichael and Richard Attenborough, who were teamed in "Private's Progress," are starred as two student barristers serving apprenticeships in the legal office of Miles Malleson. Their escapades in a highly-competitive profession form the basis of the episodic but fast-moving screenplay. Particularly amusing are Carmichael's cross examination of a dull-witted housewife suing for divorce, Attenborough's white wig falling from a window onto a heap of wreaths atop a funeral flower car, and Carmichael learning the tricks of the legal profession from a fast talking con-man, played by Terry-Thomas. The boys compete for the affections of attractive Jill Adams, but lose out to a sports car fancier.

Like "Private's Progress," "Brothers-in-Law" begins with a witty epithet— "the first thing we do, let's kill all the lawyers" which paves the way for the hilarity to come. By the time the final "if all the characters in this film were not fictional, it would be alarming" flashes on the screen, the audience will have been charmed by one of England's most entertaining films in a long time.

Running time, 90 minutes. General classification. Release, in October.

Warren Harris

Miss Olrich on Tour

April Olrich, featured in the Rank Organization's "Pursuit of the Graf Spee," has left New York for Charlotte, N. C. to begin a 45 city southern and southwestern personal appearance tour on behalf of the film's American premiere.

Code Praised

(Continued from page 1)

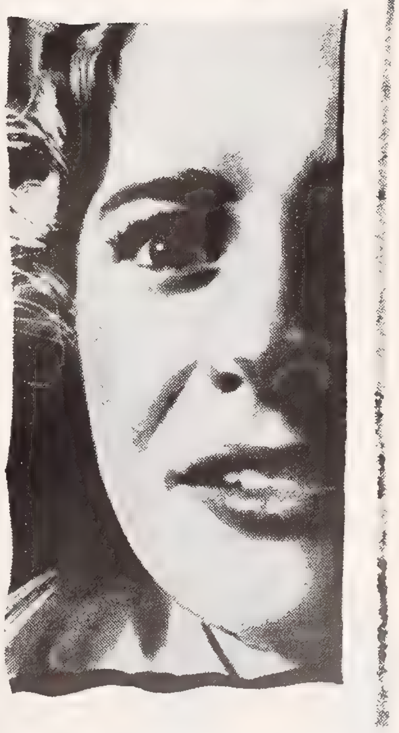
lulu and Hollywood for 20th Century-Fox, which will release it in December. Powell is on a straight salary arrangement with the company, using none of his own money. The deal calls for seven films produced in a period of about 15 years, and the non-exclusive nature of the contract he finds much to his liking. Such a deal, he points out, gives him complete freedom for his numerous other activities, particularly television.

He is approximately knee-deep in that medium, with his Four-Star unit, in partnership with Charles Boyer and David Niven; the Zane Grey series, "Richard Diamond, Detective," "Track Down," Alcoa shows, and "Adam and Eve," which his company produces but does not own.

Sees Trend to Quality

There is a Hollywood movement generally toward quality improvement, he thinks, but cites a number of instances where quality did not prove popular or successful at the box office. His second production venture, following the quality film, "Split Second," was "The Conqueror," for RKO and that film, which he amusingly refers to as his "Mongolian Western" bids fair, he says, to gross something like $12,000,000 worldwide.

His next production for 20th Century-Fox will be "The Hunter" a story of fighter pilots in Korea.



WILL NOT OFFEND!
We sincerely believe that
THE STORY OF ESTHER COSTELLO
(The Golden Virgin)
will not offend any emotionally mature person of either sex
THE SURPRISE SHOCKER OF THE YEAR–
... from Columbia!

Pinewood Has 21st Birthday

From THE DAILY Bureau

LONDON, Sept. 30.—The 21st anniversary of Pinewood Studios was celebrated here today with an invitational party hosted by Lord Rank and John Davis.

Some 500 guests were taken on a tour of the 92 acre production center, which is the largest in Europe. The Pinewood anniversary is also being marked by the Rank Organization subsidiary companies.

Praised by Drew

George Drew, Canadian High Commissioner, paid high tribute to Rank, saying that had it not been for the Rank organization Odeon Theatres of Canada would have inevitably been dependent on the United States for their films.

Cried Drew, who himself fought for Britain in the First World War, "Our sons wouldn't have known there had been a British Army otherwise." He continued to emphasize the vital necessity of a sustained supply of "worthwhile British films."

Recalls 'Queen Is Crowned'

Speaking of Queen Elizabeth's impending visit to Canada, Drew pointed to the unforgettable impression throughout the Dominion made by "A Queen Is Crowned."

Map Plans for New Telemovie Installations

Special to THE DAILY

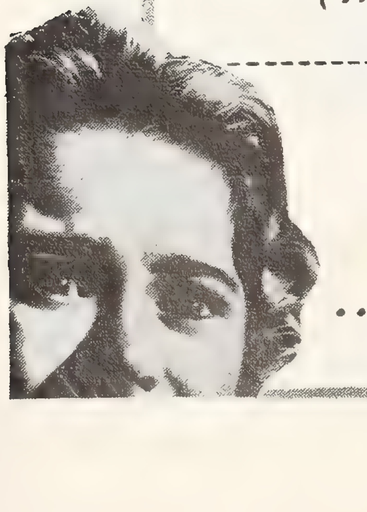
OKLAHOMA CITY, Sept. 30.—Video Independent Theatres will begin mapping Oklahoma City and Tulsa this week to determine location of cables for telemovie operation similar to that already started at Bartlesville, Okla.

Henry S. Griffing, Video president, emphasized that while the mapping of streets and alleys will be the first step toward installation of telemovie facilities, actual stringing of the cable cannot begin immediately. New installations will ultimately depend on the success of the Bartlesville experiment, Griffing said. "We hope we can begin putting up our lines by next spring," he added.

RCA Distributorships Offered Theatre Dealers

Special to THE DAILY

CAMDEN, N. J., Sept. 30.—Effective Jan. 1, Radio Corporation of America, will convert its Theatre Supply Dealers organization to RCA Thetre Sound Equipment Distributorships embracing RCA's theatre sound equipment line, new types of "packaged" sound equipment, and a new restaurant sound communications system, the "Dine-A-Com," A. J. Platt, manager, theatre and audio visual sales has announced.



IMPORTANT!

In all fairness,
ask your patrons not
to tell what
happens to the
girl, in

THE STORY OF
ESTHER COSTELLO
(The Golden Virgin)

THE SURPRISE
SHOCKER OF
THE YEAR—

... from Columbia!

Television Today

Lesser Here on New 'Bold Journey' Series

Independent producer Julian Lesser is in New York to complete plans for a new series of "Bold Journey" TV films. While previous "Bold Journey" programs were compiled from films made by explorers, archeologists and others in out-of-the-way places, Lesser said that each program of the new series would be centered around a name personality.

Leans to Non-Fiction

Lesser attributes much of the success of "Bold Journey" and other programs which feature travel and on-the-spot news coverage to the fact that they are "non-fiction." Viewers turn to these programs, which depend on fact, rather than fancy, because they offer relief from the increasing number of situation comedies, westerns and other TV "fiction," Lesser said.

Gross-Krasne Moves TV Staff to New Quarters

From THE DAILY Bureau

HOLLYWOOD, Sept. 30 — Gross-Krasne, Inc., operators of California Studios, has announced it will move its entire television distribution executive staff and personnel this week to new headquarters at 5420 Melrose Avenue, thus making room for additional television producers at the studio.

Properly adjoining the studios has been purchased for the use of California's tenants.

The newly acquired property makes California the largest single rental studio in Hollywood. Its major tenants include Filmaster, Roland Reed, the Stanley Kramer organization and NBC.

'Conspiracy' Suits in Wisconsin Dismissed

Special to THE DAILY

EAU CLAIRE, Wis., Sept. 30.—Separate conspiracy suits brought in 1951 by seven major distributors against Shelden Grengs, an exhibitor here, were dismissed in Federal Court, western Wisconsin division. Ruling against the fraud actions was Federal Judge Patrick E. Stone of Wausau, Wis.

Judge Stone concurred with Samuel P. Halpern and Louis P. Schwartz of Minneapolis, attorneys for the defendant, that punitive damages in each separate case failed to show more than $3,000 damages, the minimum amount required to show punitive damages. Stone also agreed with the attorneys' contention that no single film company had a possible claim for damages in the suits because the damages were not reversible, "and therefore not a sufficient amount to constitute punitive damages."

Bureau Head Answers Publishers' Charges

"Of the top 100 national advertisers, 45 spend more money in television than in all other media combined," Norman E. Cash, president of the Television Bureau of Advertising, said at the weekend in a statement issued to counteract "the volley of blows" aimed at TV by the recent Publishers Association Fall Conference.

"Magazines," said Cash, "are the basic media of nine of the top 100 national advertisers."

Answering the publishers' spokesman William B. Carr, vice-president and advertising director of McCal Corp., who said that "it will be a grea day when a TV show lives 20 years," Cash declared he was sure that magazines had changed their content matter as well as their editorial policy i their 20-plus years of existence t keep up with the times.

Cites Flexibility

"TV shows continue to change t meet public demand and interest," said Cash.

He continued: "TV demonstrates it popularity, for the record of 195 shows 53 television programs wit an audience of over 10 million home each. What magazine advertisemen has been read by 10 million homes—and what combination of magazine will ever hope to establish an audience of over 100 million people suc as 'Cinderella' has demonstrated in single performance via the televisio medium?"

Commercial for Welch'

Guild Films has been signed b Welch's Tomato Juice to produce series of commercials for its forthcoming spot television campaign. Th contract was negotiated by Richar K. Manoff, head of the agency handling the account, and Norm Alperi sales executive of Guild Films' commercial division.

GE Names Cochran

SYRACUSE, N. Y., Sept. 30—Appointment of Robert W. Cochran district sales manager for Gener Electric Company's radio and telev sion broadcast equipment in the L Angeles office, has been announce here by John Wall, manager of broadcast equipment sales in the company technical products department.

'What's with Movies?'

Dore Schary, producer, and Bo ley Crowther, film critic of "The Ne York Times," will discuss "Wha with the Movies?" on the Open Hea ing program over ABC-TV, Sunda Oct. 7.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 82, NO. 65 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 2, 1957 TEN CENTS

Present Plaque

Quigley Grand Award Goes to Diane Gordon

Stanley Warner Manager Honored at Zone Meeting

By JAMES D. IVERS

(Picture on page 3)

The Quigley Grand Award plaque or showmanship was presented to Diane Gordon, manager of the Stanley Warner Oritani theatre, Hackenack, yesterday at a zone meeting of he circuit.

The meeting, called by Charles makwitz, zone manager, marked the nd of the first month of the circuit's 957 attendance drive and was degned to allow the district managers

(*Continued on page* 3)

Predicts Local Controls Over Wire Toll-TV

Wire or closed-circuit pay TV presents such a close parallel to ypes of traditionally regulated pubc utilities, that local governments ndoubtedly will have to intervene in order to afford protection to the ublic," representative Emanuel Celr, member of the U.S. House of epresentatives, said here last night

(*Continued on page* 6)

Einfeld Tells British Of 'Place,' 'Arms,' Plans

Special to THE DAILY

LONDON, Oct. 1.—"A Farewell Arms" and "Peyton Place" will ave international merchandising ampaigns comparable in scope to the orld-wide pre-selling treatment acorded "The Robe," 20th-Fox vice-resident Charles Einfeld today told

(*Continued on page* 3)

Television Today

Page 6

Levy Hails Conciliation Plan As 'New Avenue' for Exhibitor

The industry's new conciliation plan, which goes into effect on November 1, is a "good one" which offers exhibitors "an avenue of relief that they did not have before," Herman Levy, general counsel of Theatre Owners of America, reports to that organization's membership in a special brochure released here yesterday. The brochure contains the full text of the conciliation statement (published in MOTION PICTURE DAILY September 17) as well as an interpretation of it and urges exhibitors to take full advantage of the plan.

Herman Levy

Levy predicts widespread usage of

(*Continued on page* 6)

35mm Print For 'Raintree'

By MARTIN QUIGLEY, Jr.

LOUISVILLE, Oct. 1—"Raintree County" will be shown here at the Brown Theatre in 35mm. At present, M-G-M has no plans to show the picture in 65mm.

The print used for the premiere engagement is one made by optical reduction on Eastman positive stock directly from the 65mm negative. Prints made by optical reduction will also be used for other roadshow type engagements. Later runs will be fur-

(*Continued on page* 3)

Louisville Turns Out For 'Raintree' Arrivals

By SHERWIN KANE

LOUISVILLE, Oct. 1 —An estimated 50,000 persons lined the streets of Louisville from the city airport to the Brown Hotel to welcome a motorcade of more than 100 Hollywood personalities and press representatives on their arrival here today in chartered planes from New

(*Continued on page* 3)

Ten-a-Week Booking For 'Kwai' at Palace

By JAMES M. JERAULD

(Picture on page 2)

Columbia Pictures will open "The Bridge on the River Kwai" in the Palace Theatre, New York, on a ten-show-a-week hard-ticket basis just before Christmas and will follow this about New Year's with a similar opening at the Egyptian, Hollywood, and in Chicago.

A. Montague, vice-president in

(*Continued on page* 2)

REVIEW:

Les Girls

Sol C. Siegel—M-G-M—CinemaScope

"LES GIRLS" IS A LUXURIOUS vehicle for the dancing and romancing of Gene Kelly, Mitzi Gaynor and their attractive associates, for Cole Porter's music, for eye-catching gowns and costumes and for the diverting story which succeeds in keeping amusement at the top or near it over most of the distance.

The headliners are ably assisted in this Sol C. Siegel production by Kay Kendall, Taina Elg, Jacques Bergerac and Leslie Phillips, all of whom, if not too well known to audiences now, surely will be remembered after "Les Girls" gets into circulation. Under George Cukor's fine direction they provide exceptionally high level support for the sophis-

(*Continued on page* 6)

Intervention Granted

Two-Point Win By Tomlinson Against Loew's

Permitted to Ask Payment For Proxy-Drive Expense

Special to THE DAILY

WILMINGTON, Del., Oct. 1 — Chancellor Collins J. Seitz, in the Court of Chancery here, today granted the plea of Joseph Tomlinson, a stockholder and director of Loew's, Inc., to intervene in the case of Ralph B. Campbell, plaintiff, vs. Loew's, Inc., Joseph R. Vogel, William A. Parker, George L. Killion and John L. Sullivan, defendants.

The move to intervene, on the part of Tomlinson, was for the purposes of asserting the matters contained in the complaint filed by the plaintiff and also "to assert a claim which would direct the corporate defendant to pay the reasonable sums incurred by the Tomlinson group in the solicitation of proxies for the

(*Continued on page* 2)

WGA Sets Pay-Scale For Toll-TV Films

From THE DAILY Bureau

HOLLYWOOD, Oct. 1. — The motion picture branch of Writers Guild of America, West, has established Sept. 2, 1957, as the pay-television starting date, and instructed its negotiating committee to demand a sliding-scale-percentage participation in revenue from films televised for

(*Continued on page* 6)

Tribute to Rosen Takes Place Tonight

Many industry leaders and B'nai B'rith officials are expected to join Cinema Lodge members and their wives in the Grand Ballroom of the Hotel Sheraton-Astor here tonight to pay tribute to Samuel Rosen, executive vice-president of Stanley Warner Theatres, who will be presented with the Cinema Lodge B'nai B'rith "Honor Scroll" for his contributions to in-

(*Continued on page* 2)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, will leave New York tonight for Hollywood.

•

JOSEPH L. MANKIEWICZ, head of Figaro, Inc., who has spent the past year in Vietnam and Italy, will return to New York on Sunday.

•

CHARLES BYRON, president of Dragon Films, Ltd., has arrived in New York from London via B.O.A.C.

•

VICTOR MATURE arrived in New York from Hollywood yesterday en route to Africa.

•

DICK POWELL, producer-director, will return to New York later this week from Washington.

Tribute to Rosen

(*Continued from page* 1)

dustry and community charitable and humane undertakings during the past 30 years. Ceremonies will start about 8:15 P.M.

The principal speaker will be Arnold Forster, chief counsel and director of the Civil Rights Division of the Anti-Defamation League of B'nai B'rith. Rabbi Joseph Lookstein of the Kehilath Jeshurun Synagogue will make the presentation to Rosen.

Harry A. Cohen, president of the Metropolitan Council of B'nai B'rith, and Dr. Samuel Belkin, president of Yeshiva University, will attend.

AMPA Meets; Elects Officers for 1957-'58

The annual meeting of the Associated Motion Picture Advertisers was held here yesterday at the Piccadilly Hotel to elect new officers, trustees and members of the board of directors, for the year 1957-58. Those elected were: Bob Montgomery, president; Merlin Lewis, vice-president; Marcia Sturn, secretary; Hans Burstyn, treasurer; Charles Alicoate, trustee. David A. Bader, Martin Davis, Ray Gallagher, Paula Gould and Blanche Livingston were elected to the board of directors.

Fight Films $207,000

United Artists' films of the Robinson-Basilio title fight have earned $207,000 in the first week of domestic release and are expected to roll up a total of $500,000 in film rentals in the U.S. and Canada alone, the company announced yesterday.

AT THE LUNCHEON yesterday to announce Columbia's plans for releasing "The Bridge on the River Kwai": Sol Schwartz, president of RKO Theatres; A. Montague, Columbia vice-president in charge of distribution; and Rube Jackter, Columbia general sales manager.

'Kwai' Booked Ten-a-week

(*Continued from page* 1)

charge of distribution, intends to invite exhibitors singly and in small groups to view the picture for a discussion of sales policy in other sections of the country, he said here yesterday at a luncheon-conference.

After waiting nearly two years since Sam Spiegel, producer, acquired the story and about a year since he departed for Ceylon where most of it was filmed, Montague said he was worried not only about the cost but also about the length of time it was taking to complete it. About ten days ago, he said a rough print was received in New York.

Thoroughly Analyzed

"The picture has something beyond normal great successful pictures," he said. "We spent three days giving it a thorough analysis and everyone agreed that it should be presented on a basis that would add to its prestige and give it the most effective presentation. It runs 2 hours and 41 minutes."

Sol Schwartz, head of RKO Theatres, argued for the roadshow basis and asked that it be booked into the Palace. He admitted that it would cost him more than any picture ever played there.

Will Invite Suggestions

The future screenings for exhibitors will develop suggestions for later showings, Montague said.

In a general discussion of roadshows, Montague said he thought the tendency was toward more of them as a means of providing for proper presentation of big films that attract a new clientele. He pointed out that the long runs of "The Ten Commandments," "Cinerama," "Around the World in 80 Days," had been highly profitable and had aided the entire industry.

A special publicity and promotion unit has been organized under the direction of Sam Friedman, who recently has worked on "The Ten Commandments" and "Around the World in 80 Days."

'Kwai' Opens in London

LONDON, Oct. 1.—Sam Spiegel's "The Bridge Over the River Kwai" will be given a world premiere at the Plaza Theatre tomorrow night on the sponsorship of the Variety Club tent. The proceeds will be divided between the Variety tent and other charities.

Japanese Actress Will Tour for 'Sayonara'

Miiko Taka will start a 39-city nationwide tour on behalf of "Sayonara" in Philadelphia on Oct. 14, Warner Bros. announced yesterday. The Japanese actress is currently in New York for newspaper, radio and television, to be climaxed with an appearance on the Perry Como TV show, Oct. 12.

Other cities on her itinerary, in addition to Philadelphia, are Washington, Boston, Montreal, Ottawa, Toronto, Buffalo, Detroit, Toledo, Cleveland, Pittsburgh, Columbus, Cincinnati, Louisville, Indianapolis, Chicago, Milwaukee, Madison, Minneapolis, St. Paul, Des Moines, St. Louis, Kansas City, Mo., Memphis, Atlanta, Jacksonville, Miami, New Orleans, Houston, San Antonio, Dallas, Fort Worth, Oklahoma City, Denver, Salt Lake City, Portland, Ore., Vancouver and San Francisco.

Two-Point Win

(*Continued from page* 1)

stockholders' meeting now fixed for Oct. 15, 1957."

The motion was opposed by the corporate defendant on the ground that Tomlinson "is not entitled to intervene either as a matter of right or discretion under Chancery Rule 24." The chancellor stated that "under my approach to this problem I need not decide whether the moving party can intervene as a matter of right." Pointing out that permissive intervention is allowed under Rule 24 (timeliness aside) the chancellor wrote that "under this rule the court must also consider whether intervention will unduly delay or prejudice the adjudication of the rights of the original parties. I am clear that intervention will not delay or prejudice the adjudication here. The motion is timely."

As to the consideration whether Tomlinson should be permitted to intervene to assert a claim by which he seeks to have the court direct the corporation to pay the reasonable expenses to be incurred by the Tomlinson group in the solicitation of proxies for the special stockholders' meeting for Oct. 15, 1957, the chancellor stated that Tomlinson's counsel freely conceded at oral argument that his client was not seeking intervention as a mere stockholder but as a director, speaking for one faction of the board of directors.

Chancellor Seitz stated: "The proposed new claim is, factually and legally, nothing more nor less than the 'other side' of the problem presented by the determination of the right of the Vogel group to spend corporate money for proxy solicitation.

"I conclude that the motion of Tomlinson to intervene to the extent that it asserts a claim with respect to the payment of proxy solicitation expenses should be granted under the permissive provision of the rule. I emphasize that the legal sufficiency of the subject matter of the amendment and the adequacy of parties is not ruled upon at this stage."

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CUTTING & STORAGE ROOMS
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35 mm. Prints

(*Continued from page* 1)

nished imbibition prints made by Technicolor.

"Raintree County" was photographed with special cameras designed by M-G-M and the Panavision Co. Through the use of an anamorphic lens on the camera the image is squeezed in a 1.3-to-1 ratio. In the printer an additional .7 squeeze is applied. The total compression ratio –2 to 1–is identical with CinemaScope. The result is that M-G-M Camera 65 pictures, when reduced to 35mm by optical reduction or through imbibition prints, may be projected through any projector lenses used for CinemaScope without any change or adjustment.

Four Sound Tracks

The sound used for "Raintree County" exhibition is also similar to the stereophomic sound used with CinemaScope. "Raintree County" is presented with four magnetic tracks on the 35mm print along with the picture image. One track is used for surround speakers and has a 12,000-cycle cueing control to make full utilization of the auditorium speakers possible. The three other tracks carry the sound to the left, center and right speakers behind the screen. At the Brown Theatre installation there are five speakers behind the screen. The center sound is carried to the center speaker. The two other speakers, right and left, are bridged and are each fed by one sound channel.

Screen 46 x 19½

The screen used at the Brown is a new Bodde plastic screen. It is comparable in size to the one used for the engagement of "Around the World in 80 Days" which terminated Monday night. The picture size is 46 feet by 19 feet, six inches. The screen is hung on the same welded frame used for the Todd-AO presentation. It is curved on a five-foot radius, considered by M-G-M technicians to be somewhat excessive. The projection throw is 80 feet at an angle of 15 degrees. M-G-M recommends a screen curvature based on the length of projection throw. For 80 feet this would work out to a screen curved on a two-foot, eight-inch radius.

Projection for the premiere engagement of "Raintree County" is on Phillips projectors equipped with Peerless high condenser arcs drawing 160 amperes. This is expected to produce a screen brightness of between 18 and 20 foot-lamberts. The sound system has been readjusted to conform to the Academy of Motion Picture Arts and Sciences standards and the high frequencies are to reach about 6,000 cycles.

Merle Chamberlain Supervised

Merle Chamberlain, M-G-M studio editorial administrator, supervised the technical preparations for the premiere. Al Inman and Clayton Traxell, of the studio staff, handled the sound and other technical matters.

ATTENDANCE DRIVE!

M. P. DAILY picture

THE PRESENTATION, yesterday, to Diane Gordon, manager of the Oritani, Hackensack, of her plaque for winning the Quigley Grand Showmanship Award for small situations. The scene, at the Stanley Warner Newark zone meeting, shows Motion Picture Daily managing editor James D. Ivers giving Miss Gordon her prize, as zone manager Charles Smakwitz beams. Other spectators are concessions manager Bernie Rosenzweig, circuit advertising and publicity director Harry Goldberg, and advertising manager Edgar Goth.

Diane Gordon Is Honored

(*Continued from page* 1)

and theatre managers of the zone to report their plans for the next two months of the drive. Guest speaker was Harry Goldberg, national director of advertising and publicity for the circuit.

Prize-Winning a Habit

The occasion was especially appropriate because Miss Gordon, in addition to winning the Quigley Grand Award for small situations, last year won the circuit's own attendance drive contest, prize for which was a trip to Europe. A trip to England is the prize for this year's drive also.

Miss Gordon, the fourth woman in the twenty-three year history of the Quigley Awards competition to win the Grand Award, in addition has an impressive record as a showman. In the annual Managers Round Table competitions she won third and fourth quarter citations in 1953, the fourth quarter scroll of honor in 1954, first and fourth quarter citations in 1955, the top award for the second quarter of 1955, the top award for the fourth quarter of 1956, topping it off with the Grand Award for small situations for 1956 for which she was honored yesterday.

Selected Last Summer

Her winning campaign was selected early last summer by a committee of judges composed of top circuit and home office advertising and publicity executives.

Smakwitz, opening the meeting, stressed the importance of aiming exploitation at the audience under 21, citing the fact that this group today comprises about two fifths of the total population of the country. He pointed too to the showmanship devices used successfully in this direction in the past.

Goldberg Stresses Youth

Goldberg also emphasized the importance of aiming at the younger audiences.

Managers who spoke from the floor outlining their campaign plans for the fall included Lou Kaplan, Sanford, Irvington; Jack Konheim, Stanley, Newark; Nyman Kessler, De Witt, Bayonne; George Kemp, Montauk, Passaic, and Miss Gordon.

Previous Quigley Award winners at the meeting included Goldberg, who won when he was with Warner theatres in Philadelphia in 1935; and George Kemp who won in 1955.

Praising the Quigley Awards for their encouragement of showmanship effort and calling them "the greatest honor a showman can win," Smakwitz declared that since two managers in his zone had won he was serving notice on the rest of the country that he was out for a third win for his zone.

Ten on the Dais

On the dais along with Goldberg and Smakwitz were Harold Widenhorn, district manager; John McKenna, film buyer; Bernie Rosenzweig, concessions manager; Edgar Goth, advertising manager; Tony Williams, district manager; Bernie Silverman, district manager; Lou Demmis, contact manager, and James D. Ivers, representing Quigley Publications.

Garmes, Steiner to Make 'Mickey Marcus Story'

Lee Garmes and Joseph Steiner will co-produce "The Story of Mickey Marcus," a film biography of the Brooklyn born West Point graduate, who organized the Israeli army and was killed in that country's fight for independence.

Production is scheduled to start next year.

Einfeld Tells British

(*Continued from page* 1)

a convention here of the company's British sales force.

Einfeld is currently on an extended business trip to Europe. He said the two films would be promoted by special star and production stories, TV trailers and subjects and pre-recorded radio spots translated into every major language.

Louisville Fete

(*Continued from page* 1)

York and Hollywood for tomorrow's premiere of MGM's production of "Raintree County."

Welcoming ceremonies at the airport were followed by the parade through downtown streets led by Louisville school bands with thousands of spectators lining miles of sidewalks as office workers and students emerged at the luncheon hour. Mayor Andrew Broddus of Louisville officially greeted the stars, press representatives and other guests attending.

Children's Hospital Aided

A dinner sponsored by the Louisville Chamber of Commerce and followed by a Raintree County ball for the benefit of the Children's Hospital of Louisville, were the main events on tonight's pre-premiere program. George Murphy was master of ceremonies for the dinner program at which Lt. Gov. Harry L. Waterfield was the principal speaker.

The out-of-town guests will be treated to a Kentucky barbecue at the Matt Wynn Williamson horse farm near here tomorrow. A formal dinner will precede the premiere tomorrow evening. An outdoor program in front of the Brown Theatre will be televised and broadcast.

Dietz and Reagan Attending

Heading the M-G-M delegation from New York are Charles M. Reagan, vice-president in charge of domestic sales, and Howard Dietz, vice-president in charge of advertising-publicity.

Mrs. Botchford, ASCAP

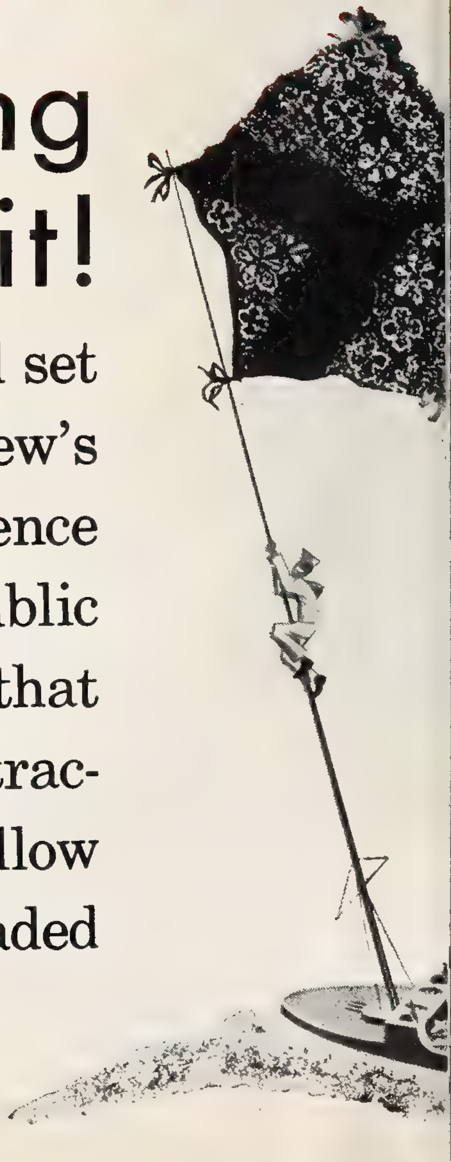
Funeral services for Mrs. Clement Botchford, longtime ASCAP employee who died Sunday at Roosevelt Hospital here after a brief illness, will be held today at the Abbey, Lexington Avenue and 66th Street, at 1 P.M.

As supervisor of the distribution of royalties to ASCAP members, Mrs. Botchford, familiarly known as "Brooksie" was a well-known figure in the music world.

"DON'T GO NEAR

PREVIEW SETS

Sensational Preview Rating Forecasts Big M-G-M Hit!



The hottest box-office news today is the Preview record set by M-G-M's "DON'T GO NEAR THE WATER" at Loew's Lexington Theatre, N. Y., which won the highest audience approval rating in two years. This confirms advance public reaction on the West Coast and establishes the fact that M-G-M has a "Lines-around-the BLOCKBUSTER" attraction. Watch for "DON'T GO NEAR THE WATER" to follow "LES GIRLS" at Radio City Music Hall. Then it's headed for the happy holiday time, Christmas – New Year's.

THE WATER"

-YEAR RECORD!

"PREVIEW AUDIENCE NEVER STOPPED LAUGHING. DON'T MISS IT!"—*Louella Parsons in syndicated column*

"FUNNIEST PICTURE I'VE EVER SEEN!"—*Groucho Marx*

M-G-M presents

"DON'T GO NEAR THE WATER"

Starring

GLENN FORD

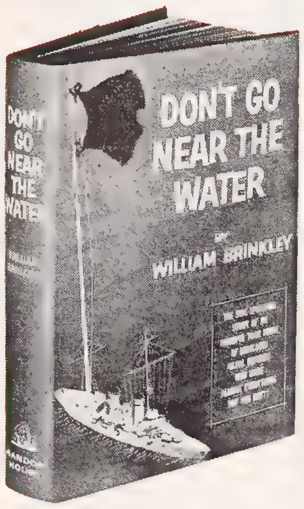
GIA SCALA	EARL HOLLIMAN
ANNE FRANCIS	KEENAN WYNN
FRED CLARK	EVA GABOR
RUSS TAMBLYN	JEFF RICHARDS

Screen Play by **DOROTHY KINGSLEY and GEORGE WELLS**

Based on the Novel by **WILLIAM BRINKLEY** • In **CinemaScope** And **METROCOLOR**

AN AVON PRODUCTION

Directed by **CHARLES WALTERS** • Produced by **LAWRENCE WEINGARTEN**



NO. 1 BEST-SELLER IS NO. 1 FILM SENSATION!

The side-splitting story of an intrepid task force of dedicated naval officers who made almost everything but sea duty!

Les Girls

(CONTINUED FROM PAGE 1)

ticated goings-on in Paris and elsewhere in Europe of members of a musical comedy company.

It seems that after the company has broken up and the principals are married, one of the girls, Miss Kendall, publishes her memoirs and is promptly sued for libel by Miss Elg, now the wife of Bergerac. The trial takes place in London where Miss Kendall and her husband, Phillips, reside.

On the witness stand, each girl, trying hard to save her marriage, gives a different version of the role she played in the musical comedy company's activities and, especially, the extra-curricular activities in which Kelly played a principal role. The camera engages in the flashback technique to recount the recognizable but basically different stories of the two girl witnesses, one in which the teller is an innocent bystander and the other an amorous pursuer of Kelly, and vice versa, and for love of whom both allegedly attempted suicide.

On the conclusion of their testimony, the court notes the glaring conflict in their stories and suggests action for perjury, upon which Kelly is flown from America to take the stand. His story amusingly reconciles those of the two girls, thus saving their marriages, but arouses the suspicion of Miss Gaynor, now married to Kelly, as to the exact relationship that had existed between Kelly and the two girls in the musical comedy company days.

Naturally, this is played out to some strikingly good Cole Porter music and Jack Cole choreography, beautifully embellishing John Patrick's screen play, from Vera Caspary's story. Adolph Deutsch adapted and conducted the music. Alexander Courage and Skip Martin provided the orchestrations, and Robert Tucker the vocal supervision. Saul Chaplin was associate producer. The production is in CinemaScope and Metrocolor.

While "Les Girls" may be on a bit too sophisticated level for young 'uns and perhaps the rural trade, it offers visual treats and solid if somewhat uneven entertainment values for most audiences.

Running time, 114 minutes. Adult classification. Release, in November.

Sherwin Kane

MGM's

LES GIRLS

will appear in LIFE

Oct. 7 issue
Oct. 14 issue
Oct. 21 issue
Oct. 28 issue

Each of these issues will reach 26,450,000 people

The big ones get bigger in LIFE

THE BIG ONE IN MOVIE SELLING

Television Today

Predicts Wire Toll TV Control

(Continued from page 1)

in a debate over pay-TV with James M. Landis, special counsel for Skiatron Electronics & Television Corporation, before the Association of Advertising Men and Women at the Hotel Biltmore.

Celler explained that a somewhat different set of problems, "both with respect to the public interest and with respect to regulation" is presented by current experiments of wire toll television, such as those currently going on in Bartlesville, Okla., than with over-the-air toll telecasts, which involve use of the "precious frequency spectrum" which is supervised by the FCC.

"Although need for Federal regulation of closed circuit TV has yet to be demonstrated, it is entirely possible such need will arise," Celler said. "As this method grows in use it may involve some degree of dependence on the instrumentalities of interstate commerce, such as interstate wires, some degree of direct interstate operation, and a considerable degree of interference with telecasting. In that event, it may prove both unfair and unfeasible to subject on-the-air television to express Federal regulation, while exempting the closed circuit. Should that time come, I have little doubt that the reach of the Commerce clause amply empowers Congress to provide needed regulation."

Landis, whose company last week completed agreements with Matthew Fox's Skiatron-TV, Inc., for use of SETC's Subscriber-Vision decoding system in wire telecasts, envisioned a much more optimistic future for toll television, "a dynamic new industry which will bring new entertainment and cultural channels into millions of homes without blacking out so-called 'free' television programs."

Levy for Conciliation

(Continued from page 1)

the conciliation system and states, "if it functions successfully, resort to arbitration may be rare."

Explaining the new "avenue of relief" for exhibitors, Levy writes: "There will be some who will say that this is nothing new; that they were always able to talk to a branch manager; and that they were always able to go to the home office if the branch manager did not act in the way requested. Let us hasten to point out to those people that this is not so; that hitherto they were subject to the whims of the branch manager and of the home office; that they now have the assurance of the distributing companies that their complaints will have a full, intelligent, and understanding hearing at the local level, and that the branch manager will be able to make decisions.

"Finally, if they are dissatisfied with the branch manager's decision, they will have the personal attention of the home office under the adopted industry plan. Since these claims are backed by sincere representations of the general sales managers, we state to you that exhibitors now have an avenue of relief which they did not have before."

In his listing of complaints which may be brought by exhibitors to the branch manager's office, Levy emphasizes that "high film rentals" are included and in this "distribution has gone further than it ever did in the past."

'Pride' to Bow Abroad

"The Pride and the Passion" will have its overseas premiere at the London Pavillion on Oct. 8, according to United Artists.

WGA Wages

(Continued from page 1)

pay. Demands are to be presented to the major studios by Oct. 9, under terms of a contract which runs to May, 1959, but is reopenable on this point until Oct. 9.

Frank Nugent, chairman of the negotiating committee, revealed that pictures have been placed in three classifications with relation to pay-television.

The first classification includes all theatrical pictures produced before Sept. 2 (date the Bartlesville pay-television began.)

The second includes all theatrical pictures produced after that date for both theatrical and pay-television exhibition.

The third includes all pictures produced in the future primarily for pay-television.

To Ask 10 Per Cent of Gross

Negotiators were instructed to ask for a flat 10 per cent of the absolute gross from television on all pictures in the first classification.

On pictures in the second classification, a sliding scale is to be applied under a complex formula which is derived from the negative cost and pay-television gross.

Negative cost is divided by five to obtain a unit of gross. When a picture earns one such unit of its gross from pay-TV, the writer's share is to be 1½ per cent.

For every successive such gross unit the picture grosses the percentage jumps 1½ per cent until a maximum of 7½ per cent is applied against the fifth unit and all monies thereafter.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 66 NEW YORK, U.S.A., THURSDAY, OCTOBER 3, 1957 TEN CENTS

Apply Today

Would Extend Telemovies To Nearby Town

Report 500 Subscribers Renew in Bartlesville

Special to THE DAILY

BARTLESVILLE, Okla., Oct. 2.—elemovies will shortly be extended rom this city to nearby Dewey, Okla., y means of a coaxial cable from the tudio here, if plans of the Vumore ompany now underway are comleted. Vumore will apply tomorrow the Dewey city council for permision to install the service on an exlusive basis.

No opposition to the Vumore re-

(*Continued on page* 9)

Argentine Film Hike Still in Negotiation

No action has been taken as yet by e Argentine government to enforce s proposed increase in the country's nport tariff on American films, a pokesman for the Motion Picture Export Association said here yesterday. obert J. Corkery, MPEA vice-president, is currently in Argentina disussing the matter, and no action is ontemplated until the negotiations re completed.

At the MPEA board meeting here

(*Continued on page* 4)

Writers' Guild, East Votes Agent Agreement

Members of the Writers Guild of merica, East, Inc., have voted not enter into individual agreements ith agents without including a proision for the automatic termination f that agreement upon the termina-

(*Continued on page* 4)

Television Today Page 8

Report TESMA-TOA Convention to Devote Full Day to Discussions of Cable-TV

A two-man committee consisting of Lee Jones, president of the Theatre Equipment and Supply Manufacturers Association, and Philip Harling, of Theatre Owners of America, is working on plans for a full-day seminar on cable television for the joint convention to be held in Bal Harbour, Fla., Nov. 20-23, TESMA reported in an announcement released here yesterday. Discussion of the subject, if not completed, will be continued on the following day "no matter what the agenda lists" for that morning, it was stated. The theme of the discussion will be "Is cable-TV good or bad for exhibition?"

The TESMA announcement also stated that several firms will exhibit the equipment required for installation of cable-TV, in addition to other new products for the theatre. The National Association of Concessionnaires will also participate in the four-day convention.

'Raintree' Bow Stirs Louisville

By SHERWIN KANE

LOUISVILLE, Oct. 2 — "Raintree County," M-G-M's $6,000,000 production in its Camera 65 process, had its world premiere at the Brown Theatre here tonight, culminating two days of civic and social events which kept residents of the city and vicinity in a high state of uninterrupted jubilation.

More than a dozen Hollywood

(*Continued on page* 4)

Floyd C. Henry Leaves Para. Far East Post

Floyd C. Henry has resigned as Far East division manager for Paramount International Films after having been with the company for 26 years.

Henry joined the company in the Philippines in 1931 after having been an officer on United States vessels trading to the Orient. He was first a salesman, then a branch manager in the Philippines, followed by the post of district manager, taking in Japan, China and the Philippines.

During World War II he was a

(*Continued on page* 4)

Cinema Lodge 'Honor Scroll' To Rosen For Charity Work

Accepting the tributes of the members of Cinema Lodge and the entertainment industry leaders gathered at the Hotel Sheraton-Astor here last night, Samuel Rosen, executive vice-president of Stanley Warner Theatres, called upon all industryites of the Jewish faith to join in the important work of B'nai B'rith through membership in the Lodge and through support of its current fund-raising activity on behalf of the B'nai B'rith agencies.

Rosen was presented with the Cinema Lodge "honor scroll" by Rabbi Joseph Lookstein of the Kehilath Jeshurun Synagogue for his years of service as a leader in industry and communal charitable and humane endeavors.

Arnold Forster, chief counsel and director of the Civil Rights Division of the Anti-Defamation League of B'nai B'rith was the principal speaker of the evening.

Cinema Lodge president Robert K. Shapiro in a short address opened the evening with an appeal for membership in Cinema Lodge and for support of the Lodge's current fund-raising activity — the sale of $25 contribution share certificates with one of the purchasers receiving a Cadillac Sedan. The campaign will reach its

Samuel Rosen

(*Continued on page* 4)

At Loew's Meeting

Won't Attempt To Oust Meyer AndTomlinson

Confine Stockholder Vote To Increase in Board

No attempt will be made at the Oct. 15 meeting of Loew's, Inc., stockholders to remove Joseph Tomlinson and Stanley Meyer from the board of directors.

The subjects to be voted on will be confined to proposals to increase the board from 13 to 19, to increase the quorum requirements at board meetings from seven to 10, to filling 10 vacancies on the board after this increase has been voted.

A recent list of 12 board nominees included Mrs. Helen Hayes MacArthur and George Muchnic. They have agreed to withdraw because of the changed situation brought about by the decision of Chancellor Collins J. Seitz in the suit brought by Ralph B.

(*Continued on page* 9)

Schwartz, Friedman To Attend D. C. Meet

Sol A. Schwartz, president of RKO Theatres, and Leopold Friedman, president of Loew's Theatres, will represent their companies at the Washington conference called by the Justice Department for Oct. 10 to discuss possible film production by divorced circuits, it was learned here yesterday. In addition, Archie Weltman, Loew's Theatres counsel, plans to attend.

Meanwhile in Los Angeles it was reported that the Southern California

(*Continued on page* 4)

Honor Fabian Tonight At Cinerama Opening

Special to THE DAILY

PHILADELPHIA, Oct. 2 — S. H. Fabian, president of the Stanley Warner Cinerama Corp., will be honored at a dinner tonight sponsored by the Auxiliary of the Home for the Jewish Aged at the Warwick Hotel

(*Continued on page* 9)

PERSONAL MENTION

PHILIP GERARD, Universal Pictures Eastern publicity manager, will return to New York today from Washington.

•

Arthur Hatch, president of Strong Electric Corp., Toledo, has arrived in New York from Ohio.

•

Joan Walden, television skating star and wife of George C. Maurer, M-G-M sales development manager, gave birth here to a girl at Mt. Sinai Hospital.

•

Arthur Lubin, producer-director, will return to New York tomorrow from Washington.

•

Teresa Wright has arrived in New York from Hollywood.

Reduce Atlantic City Theatre Assessments

Special to THE DAILY

ATLANTIC CITY, N. J., Oct. 2.—A settlement by which the city agreed to reduce the 1954 real estate assessments on the Warner and Stanley Theatres by $50,800 ended appeal hearings on the two properties before the New Jersey Division of Tax Appeals. Under the law, the reduced building assessments also hold good for the years 1955 and 1956. Appeals from 1957 assessments on both theatres have been filed by George A. Hamid, who operates both houses on lease, but the appeals have not been heard as yet.

The decision decreased the Warner building assessment to $204,000; and land assessments of $109,270 on the Warner property, and $427,750 on the Stanley were left unchanged.

O'Donnell Will Address Dallas Variety Club

Special to THE DAILY

DALLAS, Oct. 2. — R. J. O'Donnell, Variety International chief barker, will address the local club members and guests at the unveiling of the painting "Showing the Way" at club headquarters in the Adolphus Hotel here at 4 P.M. Sunday.

The painting by the widely known Texas artist, Dmitri Vail, was inspired by the numerous activities of Boys Ranch of Bedford, Tex., which is operated and maintained by Tent 17 of Dallas. Presiding at the ceremonies will be chief barker Edwin Tobolowsky.

Meeting on Automatic Projection To Take Place in London Oct. 14

By PETER BURNUP

LONDON, Oct. 2—The meeting between the National Association of Theatrical and Kine Employees and the Home Office to discuss recent amendments to the Cinematograph Regulations in relation to automatic projection devices has been fixed for October 14.

Sir Tom O'Brien will lead a deputation of five including the union's president and other technical members. It is hoped that the Home Secretary will receive the deputation personally.

Says Sir Tom: "The object of the delegation is to submit to the Home Office the union's criticism of the tendency in the industry to weaken the conditions of employment of projectionists and to explore the possibilities of limiting the employment of part staff by statutory regulations."

Exhibitors will have a lot to say on both propositions. They point to the continuing and growing shortage of projectionists to which, they urge, automation is the only effective answer. They claim also that the reasons for the admitted increase in part-time employment are, firstly, the difficulty of obtaining whole-time employees and, secondly, the number of theatres which have cancelled matinee performances except on special days.

Membership Has Declined

It is generally accepted that Sir Tom's concern in the matter is a pronounced decline in his union's membership. As previously reported, the latest Board of Trade statistics in regard to employment in cinemas showed 41,333 full time employees and 37,224 part time, whereas the total NATKE membership is given at 22,992 only. The drift away from membership is likely to gather in momentum with the growing use of automation and the inevitable increase in part-time employment.

U.A. Montreal Branch Wins Booking Drive

United Artists' Montreal branch, managed by Sam Kunitzky, won first-place award in the UA Week booking drive, it was announced yesterday by William J. Heineman, vice-president in charge of distribution. Each member of the branch will receive three weeks' salary in prize money.

Second and third places in the sales competition have been won, respectively, by the Vancouver branch, headed by Harry Woolfe, and the Dallas exchange, managed by James Clemens. Vancouver personnel will be awarded two weeks' salary. One week's salary goes to members of the Dallas office. Canada was the leader in the district standings.

520 Tents Register For Variety Meet

From THE DAILY Bureau

LONDON, Oct. 2 — Plans for next April's Variety Clubs International World Congress here are rapidly taking shape.

To date over 520 registrations from foreign tents have been made and the deadline date for registrations has been put back from Nov. 1 to Nov. 30, at the request of a number of American tents. It is expected that the final figure of registrations will be around 600.

By courtesy of the Lord Mayor of London and his Corporation, the welcome dinner and ball on the opening day, April 22, will be held at the historic Guildhall in London. This fete will be sponsored by J. Lyons & Co. Ltd., London's leading catering firm.

Charles Okun, executive of the Coca-Cola Co., has arrived here to consult with chief barker M. J. Frankovich and James Carreras, the convention chairman. Okun's firm will sponsor one of the gatherings. Other sponsorships will come from Pepsi Cola and the ice-cream firm of Walls.

Carreras anticipates that these functions will realise several thousand pounds for Variety's Heart Fund.

Skiatron Resolution Approved by Milwaukee

From THE DAILY Bureau

HOLLYWOOD, Oct. 2.—Skiatron TV, Inc., vice-president Jerome Doff announced here that the Milwaukee, Wis., common council has approved the Skiatron pay-television resolution by a twelve-to-six vote. Doff said the council simply approved a single-page resolution submitted two weeks ago which binds the company only to perform its specified functions within the city's existing civic codes and statutes, and does not require the company to share any portion of its revenues with the city or make other compensation.

Doff said the next step will be to open negotiations with the telephone company and whatever other public utilities may be concerned. He said no deal has been made with the Milwaukee Braves to broadcast baseball games.

Rank to Sell 14 Theatres

From THE DAILY Bureau

LONDON, Oct. 2—Seven of th Rank Organisation's theatres are to b offered for sale by public auction o November 14. A spokesman for th auctioneers states the properties hav created great interest in the genera property market.

It is also announced that the Organisation will reopen two more c its closed theatres as ballrooms. Wha are known as "dance studios" are already in operation at a number c Rank theatres. John Davis, in th paper he read to delegates at CEA' Gleneagles Convention, warned tha (apart from theatres doomed to complete closure) a number of house would be driven to part use as supermarkets or dance halls.

Meanwhile Sol Sheckman's Essold Circuit is expanding its theatre holdings. The directors of a smaller Nort country group have advised thei shareholders to accept a bid made b Sheckman for their six theatres. Th directors say that conditions fo smaller circuit owners grow increasingly difficult.

It is understood that the acceptance of the bid would bring Essoldo' holdings up to 200 theatres, beyon which no circuit can claim relief fror quota provisions.

Maurice Salkin Dies; Exhibitor for 50 Years

Special to THE DAILY

CHICAGO, Oct. 2.—Maurice A Salkin, 68, motion picture exhibito in Chicago for 50 years, died Monda night at his home of a heart attack He had retired as a theatre operato three years ago because of illness.

The first theatre he operated wa the Paragon at 51st Street and Prairi Avenue, which he opened in 1906 The last was the Standard. He formerly owned the Vista, Owl, Alex an Adams Theatres. He leaves hi widow, Vera; three brothers, Henry Leo and Richard, and a sister, Mrs Martha Joseph.

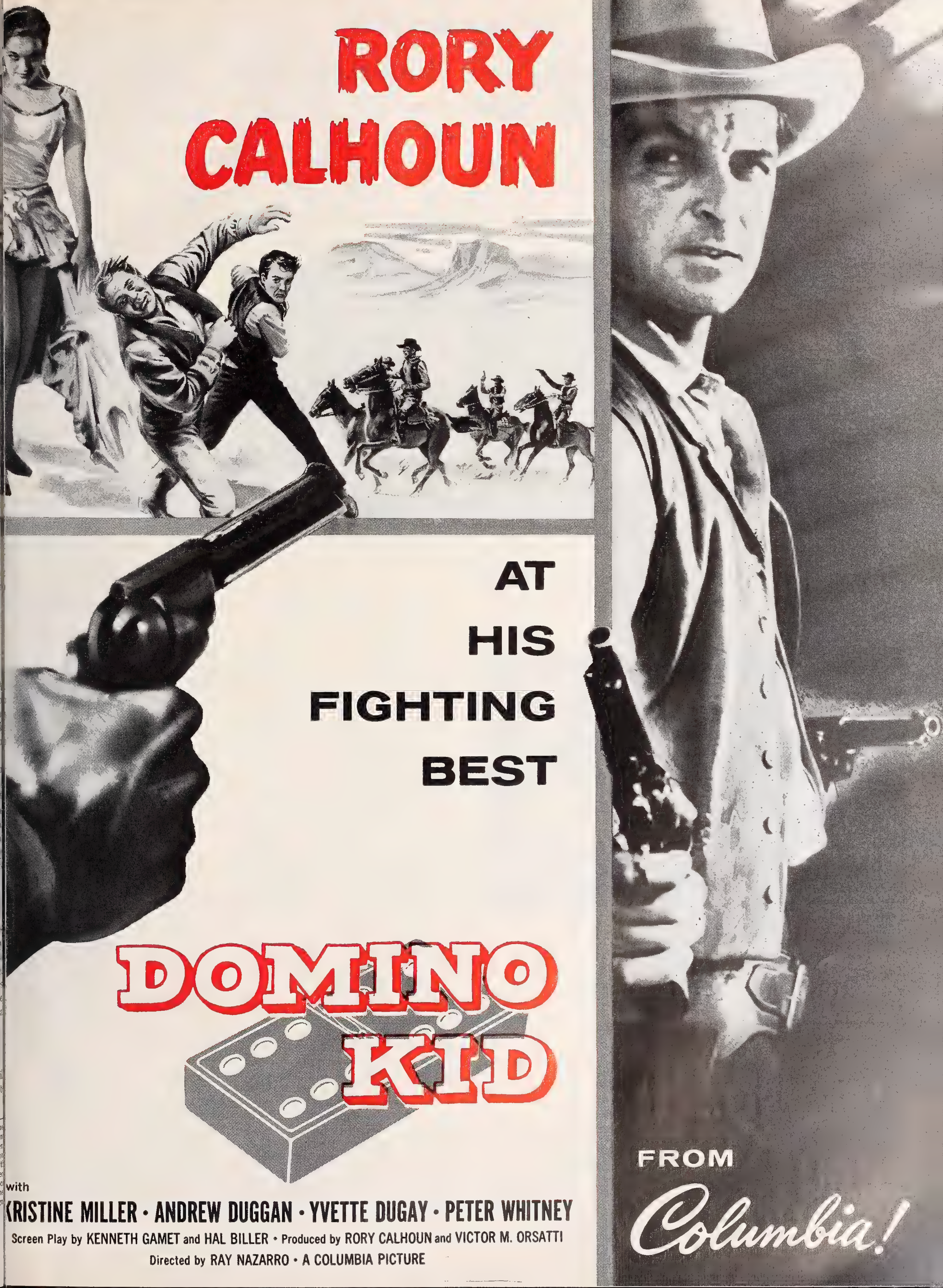
'April Love' Race Set

Roosevelt Raceway on Long Island will pay tribute to 20th Century Fox's "April Love" with a specia "April Love Purse" as the feature race tomorrow night. Shirley Jones co-star in the film with Pat Boone will be on hand to present the specia cup to the winning sulky driver.

'Sail' Opens Tuesday

M-G-M's "Until They Sail" wil open next Tuesday at Loew's Stat Theatre here.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otter National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.


RORY
CALHOUN
AT
HIS
FIGHTING
BEST
FROM
Columbia!

DOMINO KID

with

KRISTINE MILLER · ANDREW DUGGAN · YVETTE DUGAY · PETER WHITNEY

Screen Play by KENNETH GAMET and HAL BILLER · Produced by RORY CALHOUN and VICTOR M. ORSATTI
Directed by RAY NAZARRO · A COLUMBIA PICTURE

ArgentineHike

(*Continued from page* 1)

Teusday, the master license formula committee proposed changes for the formula, should it be extended beyond its Dec. 31 expiration date. Present problems in India, the Philippines, Burma and Colombia were also discussed.

Board members agreed to send Irving Maas and Charles Eagan to discuss with the Indian government the proposed 10 per cent cut in Indian import licenses, effective next year. Remittance arrangements with the Philippines have finally been consummated, and official remittances are now being received, though American companies are still paying Philippine taxes under protest.

A division of import license footage for Burma was worked out on the same basis as last year. Colombia remittance earnings are to be the subject of further study and discussion.

The MPEA yesterday hosted Gordon S. Knight, visiting British board of trade motion picture division head, at a luncheon held at the Harvard Club. Representatives from all major companies attended.

27 Dates for 'Limit'

Heath Productions' "Time Limit," a United Artists release, has been set for 27 regional premieres across the country late this month.

Metro Guests Stay At Tomlinson Hotel

Special to THE DAILY

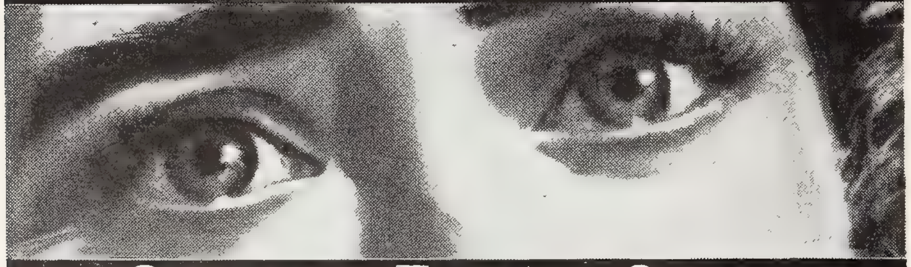
LOUISVILLE, Oct. 2 – Stars, guests, members of the press and MGM studio and home office executives in Louisville for the opening tonight of "Raintree County," first film in MGM's Camera 65 process, are quartered at the Brown Hotel.

The Brown Hotel is owned by the Brown Hotel Company, which also operates the Kentucky Hotel and Brown Suburban Hotel in Louisville and the Campbell House, Lexington. The organization is headed by Ralph B. Campbell, who filed the key action in Delaware chancery court seeking to block the Loew's Inc. stockholders meeting and to invalidate the proxies obtained by Joseph R. Vogel, president. Joseph Tomlinson, leader of the minority faction seeking to gain control of the board from Vogel and his associates, is an associate of Campbell in the Kentucky Hotel Company.

Records for 'Snowman'

20th Century-Fox is supplying exhibitors with records free of charge for pre-selling campaigns on "The Abominable Snowman of the Himalayas." They include seven radio spot announcements and a special three-minute sound effects record for use in the lobby or front of the theatre.

PLEASE NOTE



THE STORY OF ESTHER COSTELLO
(The Golden Virgin)
is recommended for
adult patronage and the
more informed teenagers.
THE SURPRISE
SHOCKER OF
THE YEAR–
... from Columbia!

'Raintree' Bow

(*Continued from page* 1)

personalities, headed by stars Elizbeth Taylor and Eva Marie Saint, were introduced to throngs in front of the theatre in advance of the premiere, and to the invited audience from the stage thereafter. Television and radio programs carried the pre-premiere activities, for which George Murphy was master of ceremonies. Ed Sullivan's CBS program will carry highlights of the evening this Sunday.

Immediately following the premiere of the three-hour-and-five-minutes-long "Raintree County" the visiting personalties, more than 100 newspaper and magazine representatives from many parts of the country, M-G-M officials and invited guests attended a supper party in the roof garden of the Brown Hotel, which continued until the late hours.

Tomorrow, Charles M. Reagan, M-G-M vice-president and domestic sales manager, and his assistant, Robert Mochrie, will meet with division managers here to discuss sales plans and policies for the picture. Seven test engagements have been set for it, but indications are major policy decisions may be made at the conference here on the basis of the reaction of the sales executives and the premiere audience.

Schmertz, Friedman

(*Continued from page* 1)

Theatre Owners Association would be represented by Harry C. Arthur, Jr., board chairman, and James H. Arthur, counsel.

Justice has sent invitations to all the divorced circuits, all distributor defendants in the Paramount case, several other distributors, the major exhibitor associations, and the Society of Independent Motion Picture Producers. Among those previously reported as planning to attend are Ernest Stellings, president, and Herman Levy, general counsel, for Theatre Owners of America; and Sidney M. Markley, vice-president in charge of production for American Broadcasting-Paramount Theatres. From United Artists will come either Arthur Krim, president, or Robert Benjamin, board chairman.

Writers Guild, East

(*Continued from page* 1)

tion of the Guild agreement with the Artists Managers Guild on the West Coast.

The Guild's writers were told at a membership meeting that efforts to bring East Coast agents under a blanket agreement, such as exists on the West Coast, have not been too successful to date. Guild officials reported to the members the apparent delaying tactics being used by the agents in New York, but they expect to be able to report further progress at the next meeting.

The West Coast agreement in effect for several years establishes basic relations between writer and agent.

Ten Shows a Week Set for 'Raintree' in Louisville

Special to THE DAILY

LOUISVILLE, Oct. 2 – Ticket are now on sale for the first 1 weeks of the premiere engagemen of "Raintree County" at the Brown Theatre here. There will be nin shows during the week with price in the orchestra scaled from $1.4 to $2.00 and $1.25 to $1.45 in th balcony. There are no reduced price for children or school tickets.

There will be matinees at 2 P.M on Wednesdays and Saturdays only There will be one performance a night which is scheduled for 8 P.M during the week and 7:30 P.M. o Sunday. The Brown Theatre ha 1,376 seats of which 1,042 are pu on sale during roadshow runs.

Honor Rosen

(*Continued from page* 1)

conclusion at a luncheon to be held at Toots Shor's on Tuesday, October 29, with Norman Robbins acting as chairman of this year's drive.

Jack H. Levin, Cinema Lodge past president, was chairman of the Rosen honor night and his committee included Martin Levine, Milt Livingston, Max Blackman, Nat Fellman, Norman Robbins, Burt Robbins and Harry Goldberg.

Among those who accepted invitations to sit on the dais were Richard W. Altschuler, Charles Alicoate, Robert S. Benjamin, Harry Brandt, Richard Brandt, William Brandt, Walter E. Branson, Leo Brecher, Max A. Cohen, Robert W. Coyne, George F. Dembow, Leopold Friedman, Emanuel Frisch, Herman Gelber, William J. German, S. Arthur Glixon, Leonard Goldenson, Irving H. Greenfield, Roy M. Haines, Arthur Israel, Jr., Rube Jackter.

S-W Officials from Many Areas

Also, Leo Jaffe, Harry M. Kalmine, Harold J. Klein, Arthur Krim, Paul N. Lazarus, Donald Mersereau, Abe Montague, Ed Morey, Bob O'Donnell, E. K. O'Shea, Eugene Picker, Walter Reade, Jr., Samuel Rinzler, Burton E. Robbins, Herman Robbins, Saul E. Rogers, George J. Schaefer, Adolph Schimel, Fred J. Schwartz, Sol A. Schwartz, Ben Sherman, Solomon Strausberg, Walter Vincent, Richard F. Walsh, Robert M. Weitman and Max Youngstein. Stanley Warner excutives were present from as far west as Pittsburgh.

Henry Leaves Para.

(*Continued from page* 1)

lieutenant commander in the United States Navy. He was taken prisoner at Corregidor and stayed in Japanese prisons until 1945 when he resumed his district managership. In 1947 he was made Far East division manager with a territory stretching from Japan to West Pakistan.

British Board Plan Scored

Special to THE DAILY

EDINBURGH, Scotland, Oct. 2— K. Stafford Poole, local exhibitor, nd a leading figure in the British inematograph Exhibitors Association, ade a slashing attack here on the roposed Film Industry Board. "With e greatest respect, the two major rcuits are bound to be biased beuse of their production interests," e warned.

The C. E. A. and independent exibitors would be "digging their own raves" if they had anything to do ith the set-up, he declared. The idea the proposals was for the board be the negotiating body. When the overnment wanted information, they ould ask the advice of the board.

According to Poole, the whole idea as "good in theory but bad in priniple."

Robert McLaughlin, chairman of dinburgh exhibitors, said: "If we ad a Film Industry Board with the est men in the industry we might ake a different view. At the moment e feel they will vote only for their wn section." The Edinburgh section ecided to oppose the Film Industry oard as at present suggested.

British Attendance Decreases for Quarter

By WILLIAM PAY

LONDON, Oct. 2 — The latest urnal of the Board of Trade statiscs showed a sharp decline in cinema ttendance during the second quarter 1957. Attendance totalled 226,000,0 or 19 per cent less than the corsponding quarter of 1956. The excted seasonal decrease for the quarr also was greater than usual, the 26,000,000 total being 14 per cent wer than for the first quarter of the ear.

The drop was in all regions and in l types of theatres, a result, observs feel, of the widespread coverage commercial television, which now tends throughout the nation.

Gross for the quarter was £22,2,000 ($62,557,600), 12 per cent ss than a year earlier and 15 per nt below the gross for the first uarter. The figures were compiled om returns from 4,221 theatres with seating capacity of 3,929,000.

Hellman Buys Drive-In n Suburb of Albany

Special to THE DAILY

ALBANY, Oct. 2—Neil Hellman, eteran theatre man and motel opator, has purchased the 650-car urnpike Drive-in in Westmere, Albany suburb, from John Gardner, of chenectady, for a reported $200,000.

William Barrington will manage e Turnpike for Hellman, who plans operating the Turnpike on a fullme schedule until Thanksgiving.

Multiple Openings Seen Aiding 'Certain' Pictures

Abe Montague, vice-president in charge of distribution for Columbia Pictures, and Sol Schwartz, head of RKO Theatres, both believe that multiple openings skipping downtown first runs can be useful for certain types of pictures. They said so at the luncheon given this week for the purpose of announcing the sales policy on "The Bridge On the River Kwai."

The problem came up incidentally as a result of a question. Both said some pictures with timely interest, or stars at their peak, benefit greatly from the interest rolled up by the multiple openings.

Hughes Would Give Up Atlas Corp. Voting Right

From THE DAILY Bureau

WASHINGTON, Oct. 2 — Howard Hughes has offered to turn over all his voting rights in the Atlas Corporation to a neutral bank or trust company designated by the Civil Aeronautics Board, a stipulation filed by Hughes' attorney, Ray Cook, with Paul N. Pfeiffer, CAB examiner, revealed yesterday. Hughes acquired a $9,000,000 stock interest in Atlas last year, when it merged with RKO Pictures Corporation.

The CAB investigation of Hughes' holdings is the result of the claims of two major airlines that Hughes controls one of their competitors, Northeast Airlines, in addition to his Trans World Airlines, which is a violation of CAB route agreements.

List Industries Seeks To Buy Alden Stock

Subsidiaries of List Industries Corporation, which include RKO Theatres, have offered to buy 350,000 shares of Glen Alden common stock at $12.50 a share, a spokesman for the Glen Alden Corporation announced here yesterday. Glen Alden interests include blue coal, air conditioning and trucking.

Consummation of the deal depends on the depositing of the specified number of shares with the Chemical Corn Exchange Bank, transfer agent, by Oct. 11.

The deal would represent further diversification for List Industries, which has interests, in addition to theatres, in textile finishing plants, oil and gas, commercial real estate and warehouse properties.

J. M. Lawrence, 53

NASHVILLE, Tenn., Oct. 2 — John M. Lawrence, 53, formerly employed by the Crescent Amusement Company 32 years as a theatre manager, died of a heart ailment in Baptist Hospital here. After leaving the Crescent company in 1947, Lawrence organized the Lawrence Amusement Company here.

Boston Jubilee Unit Maps Tentative Plans

Special to THE DAILY

BOSTON, Oct. 2 — The tentative program for the Boston visit of the industry personalities who will tour for the Golden Jubilee was announced here today by Paul Levi, chairman of the city's Jubilee committee. The touring group will arrive here Nov. 6 at 10 A.M. at Logan Airport and will parade through the downtown area to the Hotel Statler for the mayor's luncheon.

Afternoon activities will include a celebration on Boston Common, to be followed by press and radio interviews at the Hotel Statler before the United Fund dinner, which will be attended by the tour group.

The Boston Golden Jubilee committee members are, in addition to Levi, Joseph Mansfield, Jack Saef, Floyd Fitzsimmons, Karl Fasick, Sam Richmond, James J. King, Arnold Van Leer, John Markle, Phil Engel, Art Moger and Bucky Harris.

Four D. C. Committees Plan Jubilee Program

From THE DAILY Bureau

WASHINGTON, Oct. 2—Arrangements for the Hollywood Golden Jubilee tour, which will reach here in early November, will be directed by four committees of local exhibitors, according to the Metropolitan Theatre Owners of D. C.

A. Julian Brylawski and Marvin Goldman are chairman and vice-chairman, respectively, of the executive committee. Goldman is also chairman of the planning and special events committee. The public information committee will be headed by Jack Fox.

Open New Studio

JACKSONVILLE, Fla., Oct. 2 — Russell-Barton Film Company has opened its new studio here. The concern, founded 10 years ago by G. E. Russell as Russell Films, is producer of motion picture films and operates a motion picture laboratory.

Expand Widmark Tour

Richard Widmark's coast-to-coast tour itinerary for his Heath Productions' "Time Limit," for United Artists release, has been expanded to 12 cities with the addition of personal appearances in Buffalo, Pittsburgh and St. Louis.

Belafonte to Star

Harry Belafonte will star in "End of the World" to be produced jointly for M-G-M by Sol C. Siegel and Belafonte's own production company, Harbel Productions.

Acquire Greek Films

The Cameo Theatre here has announced acquisition of 24 Greek feature films which it will show during the 1957-58 season.

PEOPLE

C. C. Kellenberg, a veteran of 38 years with the 20th Century-Fox exchange in Pittsburgh, has resigned to take over the 15 independent theatre accounts of the late **Vincent J. Corso.**

◆

Verlin Osborne, secretary to **Tom Bridge**, Paramount's Southwest division manager, with headquarters in Dallas, has been named "Woman of the Week" for her work in behalf of the founding and developing of the Soroptimist Camp for Crippled Children, of which she is chairman of the board of directors.

◆

Capt. Harold Auten, V.C., Australian theatre executive, has accepted the invitation of Mayor Robert Wagner of New York to attend the Oct. 21 luncheon to be held at the Waldorf here for **Queen Elizabeth.**

◆

John P. Hudak, Jr., research analyst with Batten, Barton, Durstine & Osborn, has been named head of the commission on mass communications of the National Conference of Christians and Jews.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION

Of Motion Picture Daily, published daily (except Saturdays, Sundays and Holidays), at New York, N. Y., for October 1, 1957.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher and Editor-in-Chief, Martin Quigley, 1270 Sixth Avenue, New York City; Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Managing editor, James D. Ivers, 1270 Sixth Avenue, New York City; Business manager, Theo. J. Sullivan, 1270 Sixth Avenue, New York City.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Quigley Publishing Company, Inc., 1270 Sixth Avenue, New York City; Martin J. Quigley, 1270 Sixth Avenue, New York City; Gertrude S. Quigley, 1270 Sixth Avenue, New York City; Martin Quigley, Jr., 1270 Sixth Avenue, New York City.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.) 5,477.

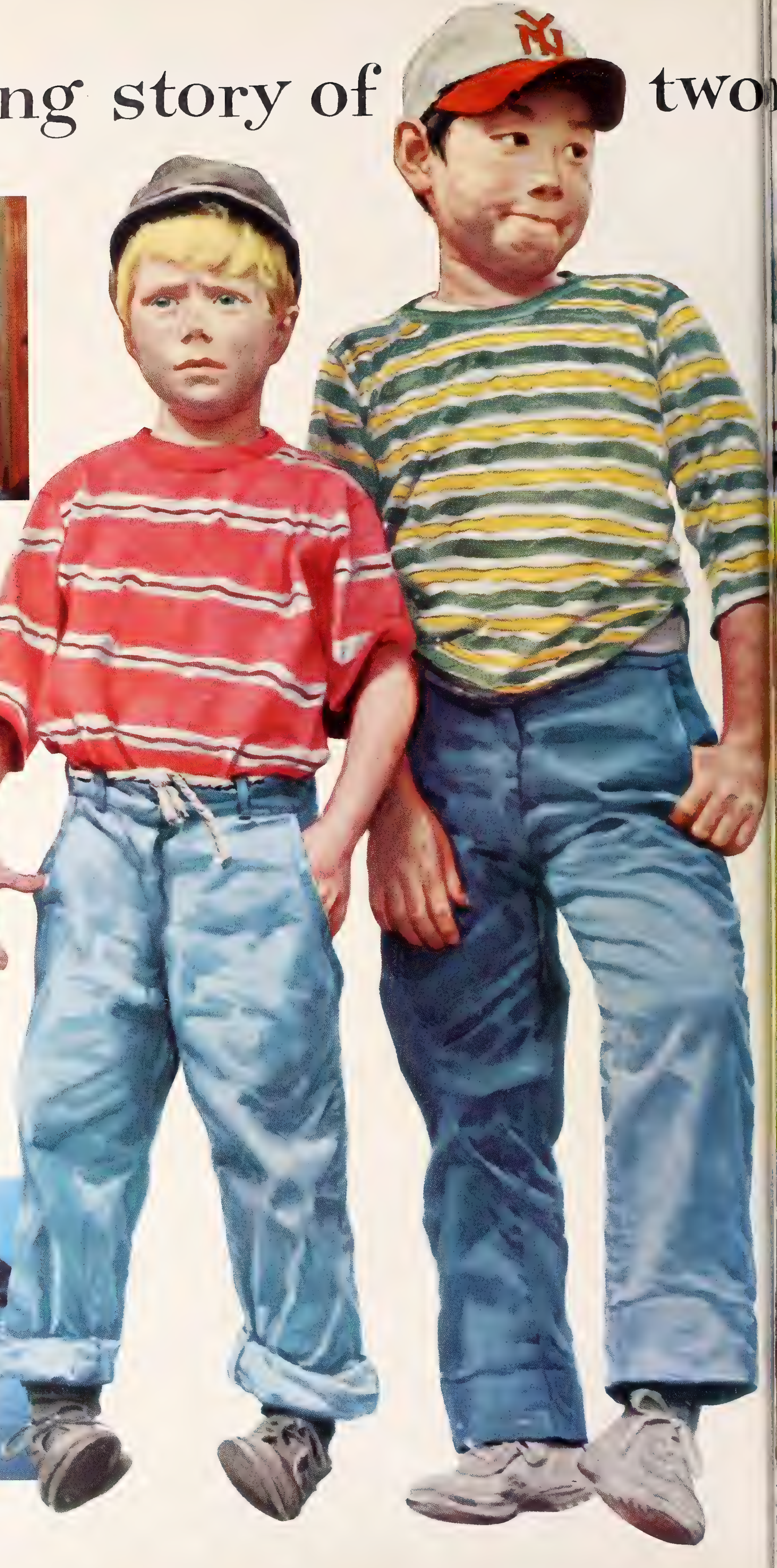
Theo. J. Sullivan,
(Signature of business manager)

Sworn to and subscribed before me this 30th day of September, 1957.

(seal) Rose W. Hornstein.
(My commission expires March 30, 1959)

The exciting story of two

From the Geisha Houses to the Forbidden Pagoda, from hidden fishing village to teeming Tokyo alleys... they dared the dangers and shared the thrills in a wonderful, unforgettable adventure!



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ESCAPADE in JAPAN

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THEY HAD NOTHING IN COMMON BUT DIRTY FACES AND AN UNHOLY LOVE OF MISCHIEF!

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ASK YOUR U-I BRANCH MANAGER ABOUT THE *SPECIAL SCREENINGS* IN YOUR AREA!

Love me . . . love my dog!

Romance for everyone on the wide wide-screen

Dreams come true for everyone . . . when the neighborhood show goes on! There—free from the cares of home—dad's a hero; mother's everything she'd like to be. Big screens, new technics, help do this to people.

With all this has come new problems of production, processing and projection—problems which the Eastman Technical Service for Motion Pictures is daily helping the industry to solve. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.
Branches at strategic centers

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 E. Randolph Drive
Chicago 1, Illinois

West Coast Division
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Hollywood 38, Calif.

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Serving the American Motion Picture Industry throughout the Free World for more than 40 years

MOTION PICTURE HERALD

Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres --- original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Better Refreshment Merchandising --- monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

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Providing the industry with immediate spot news coverage, fully --- and accurately --- with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC

Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

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Statistical annual of the television and radio industry --- a complete reference book on its companies, activities, personalities.

FAME

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

OL. 82, NO. 67 NEW YORK, U.S.A., FRIDAY, OCTOBER 4, 1957 TEN CENTS

V Emphasized

lany Network ractices Hit n FCC Study

rust' Law Seen Broken; ine Changes Suggested

By J. A. OTTEN

WASHINGTON, Oct. 3.—The net- rk study staff of the Federal Com- inications Commission recommend- today that the FCC prohibit "op- n-time" and "must-buy" practices television networks.

In a report making nine sweeping commendations, the network study ff also proposed that television sta- n ownership by the same interests limited to three VHF stations in top 25 national markets. The staff o recommended that commission

(*Continued on page 8*)

arry Brandt Named for uman Relations Award

Harry Brandt, president of Brandt ieatres, has been chosen to receive third annual human relations vard of the otion picture lustry, it was nounced yes- day by Rob- S. Benjamin, airman of the ard of United rtists, and ad of the Mo- n Picture Di- ion of the int Defense ppeal this ar. Presenta- on will be ide at a testimonial luncheon on ovember 4 at the Sheraton-Astor

Harry Brandt

(*Continued on page 10*)

Television Today Page 11

Toll-TV Test Report Later

From THE DAILY Bureau

WASHINGTON, Oct. 3.—A reworking of the Federal Communications Commission's staff document outlining the limitations for the Commissions' proposed test of subscription television has delayed completion of the document.

It was originally hoped that the document would be circulated to the Commission's broadcast bureau and engineering staff late this week, with

(*Continued on page 4*)

First Distributor Acquisition Since 1948

Para. Pictures Buys Theatre In Chicago

To Operate Esquire as First-Run Outlet; Claim No Conflict with Consent Decree

Paramount Pictures last night announced that it was acquiring the Esquire Theatre in Chicago.

The brief announcement from the company marked the first acquisition of a theatre in the United States by a major distributor since the Supreme Court decision of 1948 which concluded the 12-year Paramount *et al* anti-trust suit. It also threw a bombshell into the troubled Chicago clearance and run situation which has been littered with anti-trust litigation since the Jackson Park decision which gave unprecedented control of film distribution to the Federal District Court in Chicago.

George Weltner, vice-president of Paramount Pictures, making the announcement of the purchase said the theatre would be operated "as an additional Chicago outlet for first-run Paramount pictures."

The announcement further said, "This move represents no policy

(*Continued on page 4*)

REVIEW:

Raintree County

MGM—Camera 65

M-G-M has termed "Raintree County" the costliest production in the company's domestic history. It is a huge, panoramic story of the growing up of an idealistic youth in the Central United States, even as the nation, too, was coming of age in the mid-nineteenth century. Lavishly produced, it was chosen to introduce M-G-M's Camera 65 process and offers a distinguished cast headed by Montgomery Clift, Elizabeth Taylor and Eva Marie Saint in what well might be the best performances of their careers.

Distinguished direction by Edward Dmytryk has given a power and sweep to the film based on the monumental novel by the late Ross Lockridge, Jr., which topped best seller lists a decade ago. In color by Technicolor and running three hours and five minutes on the screen, it has been both meticulously and impressively produced by David Lewis. It is easily M-G-M's most ambitious and important production in years.

Numerous individual sequences are of outstanding interest, among them scenes of Civil War battles, the capture of Atlanta, an old-fashioned July Fourth celebration in a Midwestern town, which features a foot race between Clift and the town braggart, Lee Marvin; and a mammoth political rally for Abraham Lincoln, with night-time fireworks and torch-light parades. They give not only the flavor of rural America of a century ago, but also an imaginative, visual conception of the nation's great crisis of the time. The details of costumes, period furnishings, sets, props and picturesquely arresting locales are made memorable, too, by the new process and the color.

The story is of such majestic proportions that justice cannot be done

(*Continued on page 3*)

Col. Calls Meet on 2 Films, Conciliation

Columbia Pictures' domestic division managers will convene at the home office next Friday, Oct. 11, for a one-day meeting to be devoted to two new films and a discussion of the industry conciliation system, which goes into effect Nov. 1, it was announced yesterday by Rube Jackter, general sales manager.

The field sales executives will hear

(*Continued on page 5*)

SMPTE Begins 82nd Convention Today

Special to THE DAILY

PHILADELPHIA, Oct. 3.—Delegates to the 82nd semi-annual convention of the Society of Motion Picture and Television Engineers began registering here this afternoon at the Sher-

(*Continued on page 5*)

PERSONAL MENTION

A. SCHNEIDER, Columbia Pictures first vice-president, and **LEO JAFFE**, vice-president and treasurer, have returned to New York from Hollywood.

•

CHARLES EINFELD, 20th Century-Fox vice-president, has arrived in Vienna from London.

•

STEVE EDWARDS, advertising-publicity manager for Rank Film Distributors of America, will leave here tomorrow for Jacksonville.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, will leave New York at the weekend for the Coast.

•

HAL ROACH, Jr., left Los Angeles last night by plane for New York.

•

JERRY WALD, producer, and **MARK ROBSON**, director, will come to New York over the weekend from Hollywood.

•

JOHN LEO, United Artists director of television sales, has left New York for Cleveland, Detroit and Minneapolis.

•

IRWIN ALLEN, producer-director, who was scheduled to arrive in New York today from the Coast, will arrive instead on Sunday.

•

RICHARD EGAN will arrive in New York on Sunday from Hollywood.

R. I. Drive-In Picketing Seen for Third Year

Special to THE DAILY

PROVIDENCE, Oct. 3.—Picketing which began last year at four Rhode Island outdoor theatres and has gone on throughout the present season will be continued through the 1958 season if necessary, Herbert F. Slater, business agent for Local 223, Motion Picture Operators, said here.

The union is insisting that the drive-ins hire two men in the projection booth and the theatres contend one man can do the job. The union is now picketing five theatres, but only four of them have been picketed both last year and this year: Lonsdale Drive-In; Pike, Route 44, and Cranston. Their seasons usually wind up about Dec. 1. The fifth outdoor house being picketed is the new $500,000 year-round Shipyard Drive-In which opened this past summer.

Counsel for several of the drive-ins said they have operated successfully throughout the current season, despite the picketing. He said the operating companies have offered substantial wage boosts to the projection booth operators, providing the union allows a one-man operation in the projection booths.

Slater said the union is willing to settle for a $5 increase weekly—from $63 to $68—provided two men are hired in the projection booths. The companies are said to have offered a $22 weekly pay increase, from $63 to $85; counsel said he believed the companies will go as high as $95 a week—provided they are required to hire only one man in the projection booth.

The theatres are now using licensed non-union operators.

Stock Sales Are Reported

From THE DAILY Bureau

WASHINGTON, Oct. 3.—Harold J. Mirisch sold out in August all the Allied Artists common stock owned in his name, according to a report on stock trading by insiders issued by the Securities and Exchange Commission.

Mirisch sold a total of 12,000 shares, reducing his personal holdings to zero. He still retains 17,000 shares through the Kenilworth Investment Co.

In other transactions at Allied Artists, George N. Blatchford sold out his holdings with the disposal of 2,000 shares of common; W. Ray Johnston sold his out with the disposal of 5,000 shares, and A. B. MacDonald disposed of his entire holdings by the sale of 1,000 shares. Allied Artists purchases were made by Samuel Broidy, who bought 1,500 shares to make a total holding of 61,718; and by George D. Burrows, who purchased 2,100 shares, increasing his total holding to 25,386.

Skiatron Transaction Listed

Although the report covered the period from Aug. 11 to Sept. 10, it also included the June sale by Arthur Levey of 22,850 shares of Skiatron Electronics and Television Corp. common. This reduces Levey's holdings to 407,431.

At Republic Pictures, Herbert J. Yates bought 3,100 shares of common in July and 3,700 shares in August, bringing his total up to 54,060. At National Theatres, B. Gerald Cantor bought 5,000 shares of common in August, giving a total holding of 50,000 shares. At Loew's, Inc., Robert H. O'Brien bought 500 shares of common in August, his total holdings.

6 Loew's Managers Win 'Omar' Prizes

Six Loew's neighborhood theatre managers in New York City, instead of one as originally planned, will share in extra prizes resulting from their promotional efforts on the recent engagement of Paramount's "The Life and Loves of Omar Khayyam."

Winner of the first prize, an all-expense visit for two to Hollywood, was Seymour Graff, manager of Loew's Orpheum, in Manhattan. Due to the general excellence of the campaigns of five runners-up, extra cash awards were made. Clyde Fuller, Loew's Kings, and Robert Solomon, Loew's Victoria, will receive $250 each. Dorothy Solomon, 46th Street; Ed Brunner, Valencia, and Danny Cohen, Oriental, will receive $150 each.

In the assistant managers' competition on the same attraction, Lafayette Woodard, 116th Street, will receive two week's salary. A special award of one week's salary each will go to assistants Dorothy Leavy, Premier; Norman Duffy, Paradise; William Taylor, Brevoort, and Vincent DeCrescito, Coney Island.

Serving as judges in the contest were: Jerry Pickman, national advertising, publicity and exploitation director of Paramount, and his associates, Sid Blumenstock and Burt Champion.

Eugene Picker, vice-president of Loew's Theatres, commenting on results of the campaign, said a definite increase in box office receipts could be attributed to the accelerated effort put forth by the neighborhood managers and their assistants.

Fire Suspends Work at Famous Players' Circuit

Special to THE DAILY

TORONTO, Oct. 3.—Operations of Famous Players Canadian Corp. head office were temporarily suspended today because of a fire in the Royal Bank Building, where their offices are located. The fire, which broke out early today on the 15th floor, knocked out the elevator service.

Offices of Famous Players are located on the 11th, 12th and 13th floors, making it difficult for most of the 200 employees of the company to get to work. Operations of FPCC subsidiary, B and F Theatres have also been affected by the fire, their offices being located on the 10th. The fire did no damage to the offices of the companies themselves.

Cleve. Variety to Elect

CLEVELAND, Oct. 3.—The local Variety Club will hold election of officers on Oct. 19.

NT Dividend Set

LOS ANGELES, Oct. 3.—The Na tional Theatres board of directors t day declared a quarterly dividend 12½ cents per share on the outstand ing common stock, payable Oct. 31 stockholders of record on Oct. 17.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"LES GIRLS" starring
GENE KELLY • MITZI GAYNOR
KAY KENDALL • TAINA ELG
An M-G-M Picture in CINEMASCOPE and METROCOLOR and SPECTACULAR STAGE PRESENTATION

IT'S A HIT! in New York

TICKETS
S.R.O.

BUT...will it be a hit in your house?

It went over big in Manhattan... but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

MPTA to Attend Justice
eet as Individuals

The Metropolitan Motion Picture
eatre Association will not be rep-
ented as a unit at the Justice De-
tment's Oct. 10 discussion of mo-
picture production by divorced
uits, an MMPTA spokesman said
e yesterday after a meeting of the
rd of directors here.

he decision was made in view of
fact that MMPTA members will
attending the discussion as rep-
entatives of their respective com-
ies.

PEOPLE

William Cuddy, head booker for
umbia Pictures in Albany, N. Y.,
resigned to join the Arthur Rank
anization in Boston in the same
acity. He will be succeeded in
any by **Anthony Lombardo,** busi-
s agent for Local F-43, IATSE and
merly assistant booker at Universal
tures.

□

oseph A. Macchia, associate at-
ney on the legal staff of Loew's-
M, has been nominated as the
ublican candidate for Justice of
Supreme Court in the First Judi-
District, which covers Manhattan
the Bronx.

□

uth Sterling will handle advertis-
and publicity for the West Coast
ces of Stanley Warner Theatres.
. Sterling, who replaces **Joan**
ght, resigned, comes to the cir-
from the television field. She was
one time with the 20th Century-
publicity staff in London, her
ive city.

□

orothy Bass, secretary to **Joseph**
gel, 20th Century-Fox sales man-
r in Philadelphia, is retiring after
ost 25 years in the industry.

□

oe Lyons, former publicity head
Howco International Film Co.,
w Orleans, has arrived in Mobile,
., to take over his new duties as
nager of the Downtown Theatre
that city.

□

Ralph Garman, Jr., is the new book-
for the Buena Vista exchange in
ladelphia.

□

Al Brenia has returned to Hot
ings, Ark., to manage the Para-
unt Theatre, succeeding **John**
sk.

□

ylvester Pierce, manager of the
ia Theatre, Beria, O., has been
cted vice-president of that city's
amber of Commerce.

Raintree County

(CONTINUED FROM PAGE 1)

it in a synopsis of limited scope. In essence, nevertheless, it is an account of an idealistic young man's early dreams of becoming a creative writer, strengthened by the love of the plain, hometown girl and schoolmate who at the outset appear destined to become man and wife soon after they are graduated. Clift and Miss Saint depict this happy, youthful couple.

Upon this scene in Raintree County, Indiana, in the 1850s descends Miss Taylor, as a New Orleans belle of property, who sweeps the young man off his feet, as the saying goes, and into her arms. Soon thereafter she informs him untruthfully she is pregnant by him and they are married. Taking up residence in her home in the South he learns of a tragic chapter in his wife's family's past, a crazed mother who presumably murdered her husband and his Cuban mistress, then set fire to the home and died in the flames herself.

It is there, too, that Clift is brought face-to-face with the issue of slavery on which the nation already was divided and, later, an incident involving the punishment of a slave decides him on quitting the South. The couple returns to Raintree County and on the day Ft. Sumter is fired on, a son is born to them. But in the background, still frankly in love with Clift, is his youthful sweetheart, Miss Saint.

AS WAR TENSIONS MOUNT, small but unmistakable signs of the madness that had destroyed her mother, appear in Miss Taylor. They culminate in her secret departure from Raintree County and through the Confederate lines into the South with her child. Clift enlists in the Union Army, bent upon making his way into the enemy territory in search of his wife and son. With Sherman's army after the capture of Atlanta, he comes upon his son in the keeping of family slaves but is told that his wife is confined in a mental institution.

In returning with his son to the Union lines he is wounded and invalided home. After the war he returns to the South and claims his wife, bringing her back to Raintree County where for a time they lead a nearly normal life, with Clift, as a school teacher, attempting the writing of a county history. Still unattached and confessedly still in love with Clift, is Miss Saint.

Friends urge him to enter politics and help carry on Lincoln's plans for a benevolent reconstruction of the South following the President's assassination. When he declines, and at the same time she is made aware of Miss Saint's devotion for her husband, Miss Taylor's mind again becomes unstable, believing it is she who stands in his way to success and happiness, the things he most desires.

She makes her way at night into a nearby swampland where local legend has it a fabled raintree grows in a secret location and to him who discovers it will come full knowledge and happiness. Her tortured mind tells her she will find the raintree for her husband and thereby

(*Continued on page 10*)

"Raintree County" stars Eva Marie Saint, Rod Taylor and Montgomery Clift.

Upsurge in British Production Reported

From THE DAILY Bureau

LONDON, Oct. 1 (By Air Mail)—Indicating an upsurge in British film production, the Board of Trade today reported that 65 full length British pictures had been registered in the six months ended June last compared to only 57 in the same period last year.

In the same periods "foreign" film registrations were down from 203 to 198.

British Lion Reports Loss

From THE DAILY Bureau

LONDON, Oct. 1 (By Air Mail).—British Lion Films, Ltd., reports a trading loss of £21,495 ($60,186) for the year ended March 31, 1957, compared with a profit of £27,494 ($76,983) for its initial 14-month period to March 31, 1956. Dividend and debenture interest from British Lion Studio Company, in which a controlling interest is held, and other sources, resulted in a net profit of £17,228 ($48,238) compared with £62,285 ($174,398). The directors do not recommend payment of a dividend for the year under review.

Studios Kept Busy

The studio company's annual report to stockholders says that its Shepperton studios were reasonably well occupied during the first eight months of the year but demand for stage space lessened considerably in the remaining period. As a result, the profit for the year, before providing for income tax, fell from £58,910 ($164,948) to £38,503 ($107,808).

Extensive work, which may cost £275,000 ($770,000) is required to be carried out during the next few months to repair and modernize the four main stages at the studios. While the work is in progress the studio's earning capacity will be substantially reduced and the trading results for the current year are expected to show a loss.

British Lion Films succeeded the unsuccessful British Lion Film Corporation and is now financed and controlled by the government's National Film Finance Corporation.

Joanna Moore Tours

Joanna Moore, who has a featured role in Universal-International's "Slim Carter," is visiting seven cities in connection with the promotion of the picture. She started her tour in Oklahoma City yesterday, where the picture opened at the Midwest Theatre, and will visit Tulsa, Jackson, Miss., Monroe and Alexandria, La., and Biloxi and Hattiesburg, Miss.

REVIEW:

The Devil's Hairpin

Paramount—VistaVision

Automobile racing and the psychology of the drivers are the subjects of this production by Cornel Wilde's Theodora Productions. It capitalizes on the great and growing interest in automobile racing in this country and abroad and has in addition strong marquee value in its cast and a particularly strong exploitable asset in Jean Wallace. Cornel Wilde has the lead role co-starred with Miss Wallace, Mary Astor and Albert Franz, as well as the production, direction and half the screen play credit.

The color, thrills and suspense of hard track big car racing are perfect subjects for the VistaVision Technicolor camera and are used in the picture as a theme and backdrop for a psychological story. Wilde is a race driver who has retired as undisputed champion of the track. He is deeply hated by sponsors, aficionados and the other drivers for his overriding ego and for his ruthlessness on the track. Worse he is despised by his mother for this last quality because he deliberately caused a wreck in which his younger brother received a permanent brain injury.

Miss Wallace is Wilde's girl friend, ex-fiancee of Franz, who was his race sponsor, and is frustrated because Wilde prefers the impermanence of a hotel room to the permanence of marriage. Miss Astor, as Wilde's mother, advises her to leave him, which she does, a blow which ultimately brings him to his senses.

Wilde has been tricked into returning to the track to race the new champion, now driving under Franz's colors. He starts the race wondering why everybody hates him, realizes his mistakes and redeems himself in the eyes of his mother, Miss Wallace and the rest of the racing world by an uncharacteristic act of consideration on the death turn known as the Devil's Hairpin.

The final race sequence is exciting and exceedingly well filmed with good suspense leading up to it but the picture would have benefited from more racing and less psychiatry. Miss Wallace's charms make up in part for the dragging story.

Running time, 82 minutes. General classification. Release, in October.

James D. Ivers

Chicago Theatre To Paramount

(*Continued from page* 1)

change on the part of Paramount insofar as the divorcement of its theatre interests seven years ago is concerned."

Decree Was Not Specific

The final court decree for Paramount Pictures, signed March 3, 1949, like the RKO decree which preceded it by four months, did not specifically prohibit either the new distribution company from acquiring theatres or the new theatre company from engaging in production. The Warner, 20th-Fox and Loew decrees, signed much later, barred both these activities.

Weltner in the announcement said further, "The problems which Paramount has had in the past in Chicago in marketing its pictures and in properly booking them, so as to be able to take advantage of their timely promotion and advertising campaigns hopefully will be eliminated by the acquisition of this outlet in which to show Paramount pictures." He added that the proper exploitation and exhibition of Paramount pictures first-run in the city of Chicago would contribute greatly to the box office success of the pictures in the runs that follow.

The Esquire, a 1,400-seat house, is located on East Oak Street, in the heart of Chicago's "Gold Coast" residential district. It was built in the late 1920's and in recent years has been owned and operated by the H. & E. Balaban Corp. Harry and Elmer Balaban head the organization.

AB-PT Annual Report Judg Best for Fifth Year

In the final ratings by an indep dent board of judges in the sev teenth annual survey of "Finan World," national weekly magazi American Broadcasting - Paramo Theatres, Inc. was judged as havi the best annual report of the mot picture industry for the fifth c secutive year.

The bronze "oscar of indust will be presented at the ann awards banquet in the grand b room of the Hotel Statler here Oc ber 28.

Toll-TVRepor

(*Continued from page* 1)

the Commissioners receiving it ne week.

It has been learned, however, th the staff decided to review and an yze the basic policy questions c tained in the Commission's propo to authorize a toll-TV test, and t review is taking more time.

Slated for Week After Next

The FCC staff now expects that t document will be ready for the co mission meeting some time duri the week after next.

Study Radio, Video Promotion for Jubilee

Members of the radio, television d record exploitation committee of e New York Golden Jubilee comittee met at the Harvard Club yesrday to discuss publicity plans.

A TV trailer, to be shown not only ally but also in the other 20 cities be covered by the tour and other ies throughout the 48 states, was e first promotion suggestion. Plac of the trailer would be handled field representatives of distributors d exhibitors. In addition 30-second one-minute radio spot announcents were suggested. A dozen or of these announcements by name rsonalities would be distributed to tions all over the country on a longaying record.

Planned for Salute to Hollywood

Records would also be used in oduction of a "Salute to Hollywood" bum, which, if it could not be reused to the public, would at least available for use by disc-jockeys.

Committee members were asned to contact all local and nanal radio and TV outlets, as well the advertising agencies which ndle motion picture accounts.

Members present at the luncheon eeting yesterday were: Howard ines, Paramount; Sid White, Warner Bros.; Don Chamberlain, MGM; Ted Arnow and Ann Bontempo, Loew's Theatres; Ethel Edel and Roger Caras, Columbia; John Cassidy, RKO Theatres; Murray Segal, United Artists; Nat Rudich, Carlyle Productions; and Bill Shuttman, 20th Century-Fox. The committee's next meeting will be held Friday, October 11, at 12:30 P.M. at the Harvard Club.

SMPTE Meet Opens Today

(*Continued from page 1*)

aton Hotel in preparation for the first sessions tomorrow.

Five reports will be presented tomorrow morning. Subjects include large-capacity 16mm printer loop trees; improvements in variable-density recording; use of a motion picture printer as a sensitometer; an electromechanical light valve for motion picture printers; and a new high-speed 16mm reversal color camera film.

Kreuzer to Speak

Following these reports a "get-together" luncheon is scheduled at which Barton Kreuzer, SMPTE president, will make opening remarks. The guest speaker will be Theodore A. Smith, executive vice-president, industrial electronic products, Radio Corp. of America.

The afternoon session will get underway at 2:00 P.M. Subjects on the agenda then include superimposed titles on color films by a photo-resist method; glass filters for color printing; an automatic printer light selector for the Bell & Howell models D and J printers; a new color timer for motion picture films; a new automatic light control for additive color printing; and an instantaneous electronic color negative film analyzer.

An awards program will take place tomorrow night at 8:30 P.M. at which 19 fellowships in the Society will be presented. Guest speaker will be Fillmore R. Park, senior research officer, electrical engineering division of the National Research Council, Ottawa, Canada.

Seven to Be Honored

At this session a number of awards previously announced will be formally presented. They include the Journal award to E. M. Lowry and J. G. Jarvis; the Herbert T. Kalmus gold medal to Wadsworth E. Pohl, Technicolor Corp.; the David Sarnoff gold medal to Charles Ginsburg, Ampex Corp.; Samuel L. Warner memorial award to Col. Richard H. Ranger, Rangertone, Inc.; progress medal award to Ralph M. Evans, Eastman Kodak Co.; and awards of honorary membership in the Society to C. E. K. Mees and E. I. Sponable.

'Mad Ball' Sneak Previews Set Record for Columbia

More than 150 sneak previews, a company record, have been held of Columbia's "Operation Mad Ball," according to the company's general sales manager, Rube Jackter. Another 25, at least, would be conducted, he added, so that every territory in the country will have been covered by the time the picture is released by the company.

Columbia Calls

(*Continued from page 1*)

plans for handling "The Bridge on the River Kwai" and "Pal Joey." Sales policy for "Bridge" is to be devised on an individual basis in each territory after leading exhibitors are invited to see the film. In New York, Los Angeles and Chicago plans call for the playing of the picture on a reserved-seat basis.

'Deerslayer' Screening

More than 200 representatives of New York City's Board of Education will attend a special showing today of Regal Films' "The Deerslayer" at the Twentieth Century-Fox home office.

BIG TWO

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

EXHIBITORS attending the TOA-TESMA-NAC Trade Show at Americana Hotel, Bal Harbour, Fla., November 20-23, will have a chance to see a demonstration of Cable-TV. Several companies are expected to exhibit equipment for closed circuit home movies, according to Merlin Lewis, executive secretary of TESMA. Cable-TV is also one of the subjects to be discussed at the Equipment Seminar to be conducted during the Trade Show.

Also high in the list of equipment to be exhibited at this year's exposition will be wireless in-car speakers and heaters.

•

RCA has announced a plan whereby its theatre supply dealers can become distributors of products manufactured by RCA for use outside the theatre field. In addition to theatre sound equipment, they can handle "packaged" lines of microphones, speakers, amplifiers for various uses, and a new "Dine-A-Com" system soon to be put on the market.

•

Richard Rachals has been named vice-president in charge of engineering of the Kollmorgen Optical Corp., Northampton, Mass. He came to Kollmorgen from the Edo Corporation of New York.

•

A new vacuum cleaner weighing only 21 pounds has been marketed by the Kent Company, Rome, N. Y. Despite its weight, it is said to provide the power necessary for commercial cleaning operations. The motor is ½-h.p. The machine is designed for either wet or dry pick-up. Usable capacity for wet pick-up is 7 gallons. Water shut-off to prevent flooding of motor is furnished as standard equipment. Attachments include a 10-foot rubber hose with swivel at each end; metal wands finished in copper, nickel or chrome; aluminum rug tool with floating brush, crevice tool, round duster brush, aluminum upholstery tool, floor brush and double-action squeegee.

Book Two UA Films

Two United Artists' films, "My Gun Is Quick" and "Hidden Fear," have been set for their New York area opening at Brooklyn's Paramount Theatre on Wednesday.

Rank 'Bridge' to Benefit Waldemar Foundation

The Rank Organization's "Across the Bridge" will have its American premiere at the Sutton Theatre here late this month at an invitational dress showing for the benefit of the Waldemar Medical Research Foundation at Port Washington, Long Island. The announcement was made jointly yesterday by Kenneth Hargreaves, president of Rank Film Distributors of America, and Dr. Norman Molomut, executive director of the Foundation.

Proceeds from the premiere will go to further the foundation's activities in cancer research.

Filmack Company Opens Larger Quarters Here

In carrying out its plan of expansion the Filmack Trailer Company has taken larger quarters here at 630 Ninth Avenue, according to president Irving Mack. The company recently closed its former offices on 44th Street.

Mack said the newly enlarged quarters have been equipped with complete facilities to offer area theatres special announcement trailers at accelerated speed. The new location now houses both the main offices and complete production department consisting of artists, typesetters, camera department and lab.

Sunday Marks 30th Year Since 'Jazz Singer' Opened

**It was 30 years ago this Sun
that an actor delivered spoken dia
gue from the motion picture scr
for the first time.**

**The picture was Warner Br
"The Jazz Singer," and the actor
late Al Jolson. The dialogue was
ad-libbed line, "You ain't he
nothin' yet, folks, listen to this." T
place was the Warner Theatre
New York.**

**The celebration of the thirtieth
niversary of the opening of "T
Jazz Singer" is part of Hollywoo
Golden Jubilee, celebrating 50 ye
of feature-films production.**

Four Closed Michigan Theatres Are Reopene

DETROIT, Oct. 3.—The Pal
Theatre (formerly the Plaza)
been reopened in Lansing by less
Robert Hamilton. In addition Ram
Gairboy has reopened the Gem-Cir
ma in Saginaw, Richfield Develo
ment Co., the Kearsley in Flint, a
Sun Theatre Co., the Sun, Plainwe

Clark Theatre Service, which bu
and books for these houses, also a
nounces the seasonal closing of t
Ottowa Drive-In at Spring Lake, a
the Sundown Drive-In in Rosebrus

National Pre-Selling

"PAL JOEY," starring Frank Sinatra, Rita Hayworth and Kim Novak, will be advertised in a umber of national magazines. Full-olor facing half pages will appear n the ten editions of the "Pictorial unday Group." The ads will be run ay and date with the openings of his new Columbia picture in ten ey cities. Full-page ads will appear n "Seventeen," 11 fan magazines and even musical publications.

•

"Time Limit" is reviewed in the ctober issue of "Look." Many action hotos are used to illustrate this .A. melodrama of the Korean war. his is Karl Malden's first directorial ffort with Richard Widmark as star.

•

Beamed to the veterans of our rmed services is a striking ad on Operation Mad Ball" on page one f the October issue of "The Amer-an Legion Magazine."

•

"Desire Under the Elms" is pre-old to the readers of "McCall's" in forceful manner. It is all due to a rofile of Tony Perkins, written by arbara Goldsmith. Among the location photos illustrating the article is one that bleeds off a full page and has Tony in the foreground and the camera man seated on a camera crane with the production staff in the background.

•

Pete Martin has illustrated his interview with Clark Gable, appearing in the October 5 issue of "The Saturday Evening Post," with interesting studio photos that date from 1929 to the present time. Two of the stills show Jean Harlow and Claudette Colbert co-starring with Gable in the early 1930's. Also among the photos is one in full color from Gable's latest film, "Band of Angels," co-starring Yvonne De Carlo.

•

"Les Girls" gets off to a fast start in the September 30 issue of "Life." Kay Kendall, one of the three fetching stars of this new M-G-M musical, is on the front cover with her husband, Rex Harrison.

Between the covers of this issue, "Life's" editors gave "Les Girls" the CinemaScopic treatment by using brilliantly-colored photos on a two-page spread of Gene Kelly and Taina Elg dancing in a striking setting of netting and backstage ropes.

"Full of pleasant music by Cole Porter and lively dancing by Kelly and his three girl co-stars, this M-G-M movie is all pure fun and delight," is the impression it made on the editors of this magazine.

WALTER HAAS

'River Kwai' London Opening Is Big Affair

Special to THE DAILY

LONDON, Oct. 3. — Columbia's "The Bridge on the River Kwai" opened here last night at the Plaza Theatre to a distinguished audience of artistic, social and political leaders. Thousands of Londoners lined the streets to watch the celebrities, who included the former prime minister, Lord Attlee, Sir Laurence and Lady Olivier, Deborah Kerr, David Niven, Douglas Fairbanks, Jr., Margaret Leighton, Kenneth More, and the three stars of the production—William Holden, Alec Guinness and Jack Hawkins.

Daily newspaper coverage of the affair was extensive and the reviews by motion picture critics extremely enthusiastic.

Chicago Fetes 'Satchmo' At Film Opening Today

Special to THE DAILY

CHICAGO, Oct. 3. — This city is marking the world premiere of United Artists' "Satchmo the Great" at the Garrick Theatre tomorrow by proclaiming "Satchmo the Great Day" in honor of Louis Armstrong, star of the film.

The opening follows a month-long press, television, disc-jockey and music store campaign on the film.

U. S. Companies Spending Earnings in Japan

Special to THE DAILY

TOKYO, Sept. 30 (By Air Mail)—Five features photographed in Japan recently by American companies have used up a considerable amount of unremittable film earnings here.

"Teahouse of the August Moon" used up $555,600 worth; "Escapade in Japan" $458,000; "Sayonara" $483,600; "Joe Butterfly" $350,900; and, "Stopover Tokyo" $228,670. It is expected that some $230,000 will be spent on the forthcoming "Townsend Harris Story" for which John Huston and John Wayne are already in Japan.

Wurtele Heads Phila. Heart Fund Drive

Special to THE DAILY

PHILADELPHIA, Oct. 3. — Lester Wurtele, Columbia Pictures branch manager here, was named chairman for the 1957 Heart Fund Drive of the local Variety Club, Tent No. 13. The campaign for the club's philanthropies will be launched at the annual meeting of the Tent on Oct. 21 at the Bellevue-Stratford Hotel.

Former chief barker Ralph Pries was named chairman of the annual dinner to be held Jan. 13 at the Bellevue-Stratford Hotel, which event climaxes the annual Heart Fund drive.

& LANCASTER

Many Network Practices Hit In FCC Study

Sales Methods Prime Target Of Committee

(*Continued from page* 1)

rules be amended to apply directly to networks.

The exhaustive 1,400-page report, issued in two large volumes, not only proposed prohibitions of practices which it found contrary to the anti-trust laws, but throughout emphasized that the commission was to keep close and continuous watch on some of the sales practices of the networks in the event that such prohibitions were incorporated into FCC rules.

The report was issued after two years of investigation by the network study staff, which was set up by the FCC in July, 1955. Although the original intent of the staff was to study both radio and television network operation, the group concentrated only on television networks.

"During the course of the study it became apparent," the report said, "that the problems most urgently requiring commission attention were in the television medium."

Other recommendations made in the report were that: affiliation contracts, compensation arrangements and the bases and changes of station rates be made public; that improved access to network service be provided for independent stations, stations in overshadowed markets and unordered affiliates in small markets; that the sanctions for violation of commission rules be changed from the single existing sanction of revocation of license to a system of forfeitures compatible with offense.

Now Goes to Committee

The staff report must now be considered by the three - man network study committee of the commission. This comprises chairman John Doerfer and commissioners Rosel Hyde and Robert Bartley. After they have gone over it, the report will then be presented for consideration to the full commission.

The study was made by a special staff headed by Dean Roscoe L. Barrow of the University of Cincinnati College of Law, assisted by Louis H. Mayo, assistant dean of George Washington University Law School, and a staff of 11 other experts. The work of this group will be continued by a special office of network study recently established at the FCC to assist the commission with problems relating to network broadcasting and to implement the report.

The report also proposed that existing rules be tightened with respect to network influence on the station's rate for national spot business and that a new rule be adopted prohibiting network use of rates to influence program clearance; and that the representation of affiliated stations by networks in competing national spot television be prohibited.

Programming Not Included

The staff explained that although it had spent more than one-quarter of its research time on programming, its findings and conclusions in this area were not included in the report. Litigation with several independent producers of television programs over the FCC's right to obtain financial data from them "made it impossible to obtain this information from a sufficient number of those program producers to draw definite conclusions on all the programming issues," the report said. It added, however, that the staff hopes to see this aspect of the study completed and published in a supplemental report.

The staff said it did not consider

Public Service Value of Webs Is Admitted

any basic structural changes in its re ommendations, but instead "followe the policy of working within th framework of the existing netwo system and recommending the mini mum changes necessary to remov competitive restraints and to effectu ate commission policy relative to l censee responsibility, diversity ownership and control, and broadcas ing in the public interest."

The report recognized the gre contribution the networks have mad to the development of television an lauded them for performing a maj public service. Through the network the report said, "national progra service was brought to virtually a our people in a very brief span years."

On the other hand, the report sai "there are aspects in which the ne works' concentration of control, an

(*Continued on page* 9)

Would Control Multiple-Ownership Of Stations

imilarity to aramount's ase Is Seen

Urges Plan of 'One Outlet for Each Licensee'

(*Continued from page 8*)

e practices in which they engaged, ve been found incompatible with e public interests."

The principal hope of providing ore effective competition in the iblic interest, the report declared, in "the encouragement of greater mpetition between networks and tional spot telecasting." The report ent on to say that "there was little ospect that a new national network n gain entry and approach the size the existing networks until there e substantially more comparable stan facilities than now exist in the 50 or 100 markets of the United ates."

In asking for an FCC prohibition ainst "option-time," the report said at "at least a limited number of twork programs are apparently rced upon some stations." There is a ong possibility "that the practice would be found to be a *per se* violation of Section 1 of the Sherman Act, an analogy to the motion picture 'block-booking' practice condemned in the Paramount case," the report declared. It went on to say "that substantial support of each of the elements of the block-booking formula can be demonstrated."

The ban on "option-time" should not be accompanied by any proposal "to ration or otherwise limit the amount of programming that a station licensee may accept from any other source," the report said.

'Must Buy' Policy Condemned

The report made a similar comparison about the "must-buy" practice, and again said that the Paramount case decision would be applicable. "Must-buy," the report found, "presents a substantial antitrust question" and "has given the network a bargaining power in its relationship with the affiliated stations that has not always been exercised in a manner consistent with the public interest."

The "must-buy" requirement of the CBS and NBC networks should be prohibited through a commission regulation, the report said. "No objection should be raised to the adoption of some form of "minimum-buy" analogous to the present ABC practice. Should such a "minimum-buy" practice be set up, the report continued, "the situation should be followed closely and continuously, so that the commission will be in a position to take action promptly at a later date" if it requires regulation.

Wants 'Pattern of Ownership'

The network study staff declared that "indications are that, to the extent permitted by commission rules, the proportion of multiple ownership in desirable markets will continue to rise." In the long run, the staff declared, "the commission should seek through its regulation a pattern of ownership which approaches as closely as circumstances permit the objective of limiting station ownership to one station for each licensee."

The effort said, however, that the present numerical limitation that no licensee may own more than five VHF and two UHF stations should be retained, with the rules amended to limit VHF ownership to three in the top 25 markets.

In this case, the report went on, networks should be treated on the same basis as other multiple-station owners. "To the limited extent that divestiture is required by this proposed rule," the report said, "a reasonable period of time, such as three years, should be permitted for the sale of the stations."

The report asked the FCC to recommend to Congress that "it be expressly authorized to apply the pertinent parts of its rules and regulations directly to networks," which have not so far been directly affected by these rules. It asked that the official view of the Department of Justice be requested before such a recommendation is made.

The report asked that the FCC adopt a rule requiring networks to publish their rate-making procedures and related data and that the commission "should watch the development of the rate situation closely and continuously." It asked that the evidence concerning possible violation of the anti-trust laws should be referred to the Department of Justice.

Pay-TV Contract Poses Programming Question

From THE DAILY Bureau

HOLLYWOOD, Oct. 3.—Confusion that has characterized pay-television in general so far in its history was typified today when Skiatron, Inc., stated through press channels it had closed a deal with Telemovies Development Corp. to install a closed-circuit television system in Riverside.

The story was followed shortly through other press channels, by a statement from attorney Herman Hertzberg, for Telemovies Development, that the Oceanside franchise granted his company some time ago specifically provided for the Telemeter system to be used, as was reported in the press at that time, and that "any agreement with Skiatron extends only to programming."

The incident appears to open for the first time the interesting question of whether one pay-television system will be permitted to furnish programming to another system.

Nicholson a Speaker

HOLLYWOOD, Oct. 3.—James H. Nicholson, president of American International Pictures, will address the North and South Carolina TOA meeting at Asheville, Oct. 14-15, and Allied of Indiana at Indianapolis Oct. 16.

Raintree County

(CONTINUED FROM PAGE 3)

give him happiness. She is drowned in the attempt but their young son, who followed her into the swamp, discovers the tree and in turn is found by Clift and Miss Saint.

In addition to magnificent performances by the principals, Nigel Patrick as a talented rake, professor, war correspondent and battle sketcher; Marvin, as the two-fisted drinker and Army buddy of Clift's; Rod Taylor, as an unsuccessful suitor of Miss Saint's, copperhead and political opportunist, and Agnes Moorehead and Walter Abel as Clift's parents, are outstanding in their roles. Fine, too, in lesser parts are Jarma Lewis, Tom Drake, Rhys Williams, Russell Collins and DeForest Kelley.

Millard Kaufman has undertaken a monumental task in transforming the immense Lockridge novel into a screen play that retains much of the flavor and diversity of the original. Plot lines, however, have been changed in a number of noticeable instances for the sake of cohesion and dramatic effect, particularly the resolution of the story's ending by the drowning of Miss Taylor in the swampland. Kaufman also served as associate producer. The music by Johnny Green is noteworthy.

THE ORIGINS of our national racial consciousness in the ante-bellum South's social system is given pointed reference in the script which assumes significance in the light of today's newspaper headlines.

An obviously expensive production, "Raintree County" is one that reveals where and on what the money was spent. As the saying goes, it's on the screen. In this reviewer's opinion, it should do the kind of business the investment signifies.

M-G-M's Camera 65, reduced to a 35mm exhibition print, revealed no distinctive advances over the wide screen systems in general use, but over most of the extraordinary length of this production, it maintained commendable clarity, enhancing numerous night scenes in color. Running time, 185 minutes. General classification. Release, special.

SHERWIN KANE

Brandt Named

(*Continued from page* 1)

Hotel to be sponsored by the Joi Defense Appeal of the Americ Jewish Committee and the Anti-D famation League of B'nai B'rith.

Brandt was the unanimous choi of the executive committee of t industry's JDA leaders, it was state William German presided.

Brandt has been active in indust efforts for AJC and ADL since t inception of JDA. In addition to h service within the industry he is cu rently an honorary vice-chairman the JDA campaign for 1957. He fo merly served JDA as chairman the trades and industries drive.

Kaye, German Have Been Cited

The first human relations awa went to Danny Kaye and the secon to German.

In attendance at the executiv committee meeting which selecte Brandt were Edwald L. Fabia Emanuel Frisch, German, Harry Gol berg, Leon Goldberg, Bernard Goo man, Arthur Israel, Jr., Saul Jeffe Arthur B. Krim, Paul N. Lazaru Jr., Martin Levine, Harry Mande Charles B. Moss, Louis Phillips, Ha old Rinzler, Samuel Rinzler, Burto E. Robbins, Herman Robbins, Arth M. Rosen, Herman Schleier, Fred Schwartz, Leslie R. Schwartz, Arch Weltman and Douglas T. Yates.

DESIGNED BY ROBERT GUIDI

Television Today

)efends Film ;arter Plan

The practice of television film rter depends on individual situans, and is not to be condemned cause it has failed on a nation-wide sis, Edward D. Madden, vice-presint of International Latex Corp., d here yesterday at a luncheon eting of the National Television m Council at the Hotel Warwick.

"Barter is as old as civilization" s the basis of Madden's defense of controversial system, which conts of the owner of a film library ering a TV station rights to the liry in return for spot announcent time, which the library owner n sells to sponsors.

Recounts Matty Fox Deal

Using the Matthew Fox - International Latex deal as an example, Madn showed how it was ultimately ccessful to both parties. Fox, as the ner of the RKO film library, bared rights to the 742 films for TV ot announcement time, which in n he sold to International Latex. us Fox, the TV stations and Innational Latex each realized a ofit with a minimum of cash out-. Madden attributed the failure of A and other companies which tried barter on a nation-wide basis to the fact that they wanted "too much, too soon."

Members of the National Television Film Council board present at the luncheon were Dr. Alfred N. Goldsmith, president; John J. Schneider, board chairman; Lou Feldman, executive vice-president, and Sydney Mayers, executive secretary.

TELEVISION TODAY picture

EXPLAINING BARTER (?) and that so long as stations want what film you have, you can make some pretty complex arrangements. And also, Keyes, Madden & Jones definitely is not International Latex' house agency! The speaker is Edward Madden, yesterday's guest at the National Television Film Council luncheon. With him are Bill Reddick, Mel Gold, Dr. Alfred Goldsmith, and "Doc" Feldman.

'Hideaway' Theatre Constructed by ABC

A "hideaway" theatre, a new plan for seating studio audiences during "live" television programs and offering maximum visibility of the various studio sets, has been built by ABC-TV at its New York Television Center.

The "theatre," which can be put into operation in less than one hour, transforms a bare studio into seating accommodations for 300 by telescoping a series of grandstand seats.

Two Join Ziv TV Sales Department

The addition of two new account executives to the national sales department of Ziv Television Programs, Inc., has been announced by James Shaw, sales manager of the national sales department.

Abe Mandell, who for the past ten years has worked in the Far East as general manager of Frieder Films, Inc., theatre operators and distributors of Republic and Allied Artists pictures in Asia, has been named to the national sales staff in New York.

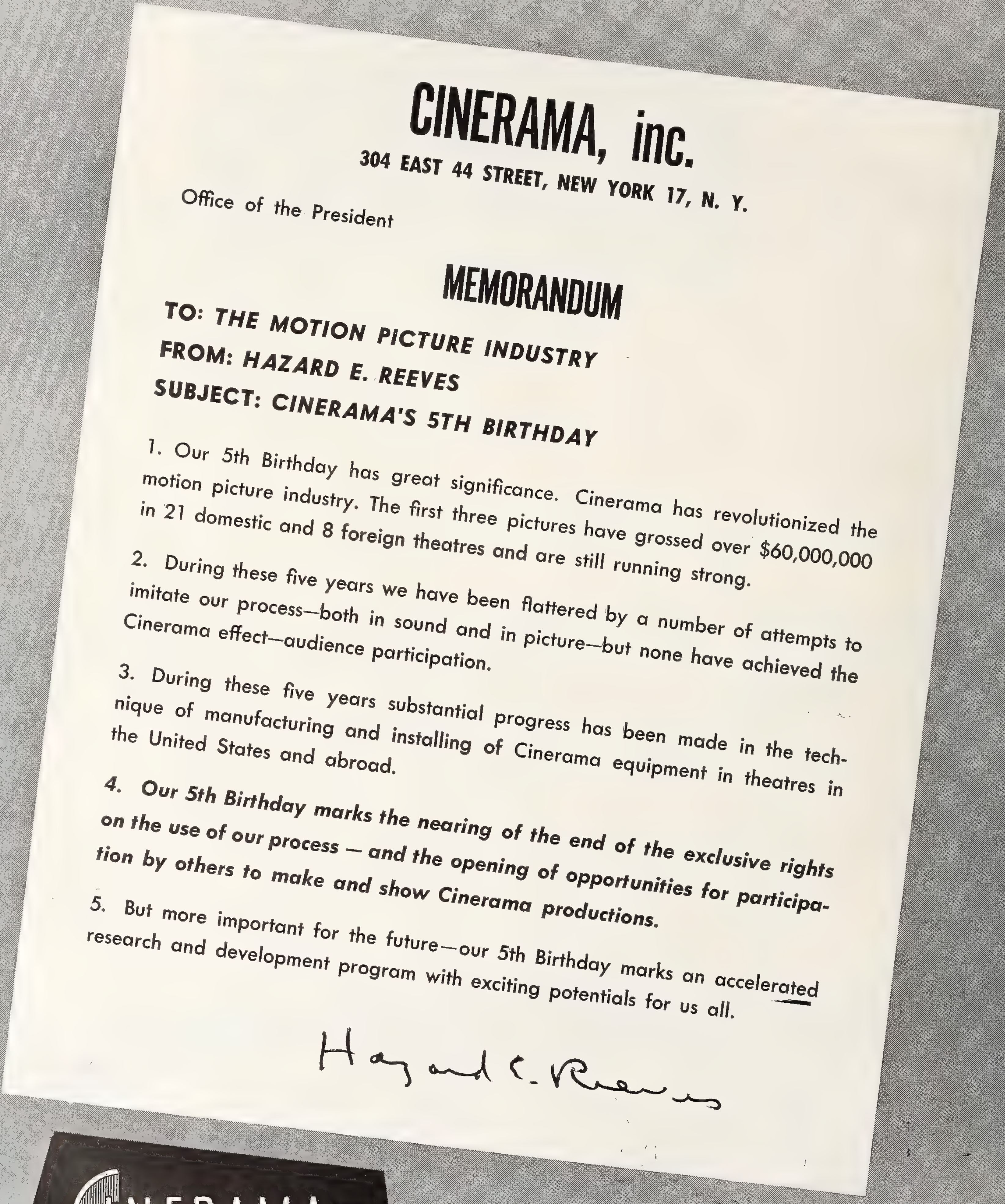
Norman C. Lindquist, who comes to Ziv from Wilding Picture Productions and the Atlas Film Corporation, has been appointed to the central division of the national sales staff, under Jerry Kirby, working out of Chicago.

oduced by HAROLD HECHT Directed by ROBERT WISE Written by JOHN GAY
om HECHT-HILL-LANCASTER thru UA

SILENT, RUN DEEP

N PRODUCTION!

CINERAMA Looks Ahead . . .



CINERAMA, inc.

304 EAST 44 STREET, NEW YORK 17, N. Y.

Office of the President

MEMORANDUM

TO: THE MOTION PICTURE INDUSTRY
FROM: HAZARD E. REEVES
SUBJECT: CINERAMA'S 5TH BIRTHDAY

1. Our 5th Birthday has great significance. Cinerama has revolutionized the motion picture industry. The first three pictures have grossed over $60,000,000 in 21 domestic and 8 foreign theatres and are still running strong.

2. During these five years we have been flattered by a number of attempts to imitate our process—both in sound and in picture—but none have achieved the Cinerama effect—audience participation.

3. During these five years substantial progress has been made in the technique of manufacturing and installing of Cinerama equipment in theatres in the United States and abroad.

4. ***Our 5th Birthday marks the nearing of the end of the exclusive rights on the use of our process — and the opening of opportunities for participation by others to make and show Cinerama productions.***

5. But more important for the future—our 5th Birthday marks an accelerated research and development program with exciting potentials for us all.

Hazard E. Reeves

CINERAMA INC.

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 68 NEW YORK, U.S.A., MONDAY, OCTOBER 7, 1957 TEN CENTS

Trade Speculates

Sees Theatre Buy Linked to D of J Confab

Esquire Purchase Places Oct. 10 Meet in New Light

By JAMES M. JERAULD

That Paramount's acquisition of the Esquire Theatre in Chicago has some connection with the proposed hearing f distributors and exhibitors before Department of Justice representatives his Thursday is the view of some prominent observers of industry affairs.

"If circuits want permission to pro-

(*Continued on page* 7)

Only One Group Declines D. C. Meet Invitation

From THE DAILY Bureau

WASHINGTON, Oct. 6.—With ne exception, all industry organizations invited have accepted the Department of Justice's invitation to attend an Oct. 10 conference on the

(*Continued on page* 7)

Bollengier Is Elected To U.A. Circuit Board

A. E. Bollengier has been elected to the position of treasurer and director f the United Artists Theatre Circuit, was announced at the weekend by George P. Skouras, president. Bollengier will retain his position as vice-

(*Continued on page* 6)

Television Today Page 7

Many Film Cases on Docket As High Court Resumes Today

From THE DAILY Bureau

WASHINGTON, Oct. 6—The Supreme Court starts its new term tomorrow, with a heavy docket already dotted with film cases.

The Justices won't actually announce any decisions tomorrow. The first day is traditionally devoted to formalities, and announcements of court rulings won't come until the second meeting, on Monday, Oct. 14.

In one case, Wometco Television and Theatre Co. is asking the Supreme Court to overturn a New York District Court decision permitting Loew's, Inc. to acquire a new theatre in Miami Beach. Its appeal is sharply critical of the way the Justice Department and the New York court have been acting on petitions by divorced circuits for new theatres.

In another case, the constitution-

(*Continued on page* 6)

Northwest Keeping Calm About Toll TV Moves

Special to THE DAILY

MINNEAPOLIS, Oct. 6 – Exhibitors in the northwest are watching developments on the pay television front, especially those at Bartlesville, Okla., but are avoiding any commitments on the new medium.

With the exception of Wisconsin where Sheldon Grengs of Eau Claire has taken a few steps and Milwaukee where an attorney interested in Skiatron has received a franchise from the City Council, there have been no public announcements of plans.

Six Theatres Reopen In Upper Midwest Area

Special to THE DAILY

MINNEAPOLIS, Oct. 6.—Six upper midwest outstate theatres are back in business again after periods of inactivity and two others will be reopened shortly if sufficient public support can

(*Continued on page* 7)

Celler 'Very Pleased' With FCC Network Study

From THE DAILY Bureau

WASHINGTON, Oct. 6—A spokesman for Rep. Celler (D., N.Y.) chairman of the House Judiciary Committee, said over the weekend that Celler "was very pleased" with the network study report issued Thursday by the Federal Communications Commission.

In a sweeping, exhaustive report, the network study staff headed by

(*Continued on page* 6)

Knight Optimistic on Future of British Production, U. S. Relations

By FLOYD E. STONE

(Picture on Page 6)

Gordon Knight, who as agent of the British Board of Trade film division talked in Washington last week with Motion Picture Association executives and with them renewed the British monetary agreement one more year, said Friday in New York before returning to London that he is very well satisfied.

He added he 'might say' he wished the Americans had gone "farther," but because he appreciates their point of view and also that there should and possibly can be complete remittability, he would not say it officially.

He put up for consideration the

(*Continued on page* 6)

Officials Hold Meet

Agree Ticket Tax Should Go On Local Basis

But States Must Agree to Assume Federal Spending

By J. A. OTTEN

CHICAGO, Oct. 6.—A group of top federal and state officials agreed that the federal admissions tax should be turned back to the states and cities just as soon as the states show willingness to take over more federal spending.

The group, consisting of ten governors representing the Governors' Conference and of a federal task force headed by Treasury Secretary Robert B. Anderson, had originally planned to recommend immediate federal surrender of the admissions tax and several other excises, to help the states defray the cost of various spending

(*Continued on page* 6)

Closed Circuit TV Discussed by SMPTE

Special to THE DAILY

PHILADELPHIA, Oct. 6 – Five papers on closed circuit television as it pertains to education and entertainment were delivered at the afternoon session yesterday of the convention of

(*Continued on page* 6)

Suggest Jubilee Feature For Showings Abroad

The Motion Picture Association's newsreel committee met here on Friday to discuss newsreel coverage of the Hollywood Golden Jubilee celebrations in Los Angeles, Chicago and New York. It was suggested that a single reel featurette be compiled from footage shot by the various com-

(*Continued on page* 6)

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PERSONAL MENTION

BUDDY ADLER, 20th Century-Fox executive producer, will arrive in New York today from Hollywood.

•

HUGH OWEN, vice-president of Paramount Film Distributing Corp., will return to New York today from Albany. JOHN G. MOORE, Eastern division manager, will return to Boston from the same city.

•

ELMER C. RHODEN, president of National Theatres, has arrived here from the Coast.

•

RUBE JACKTER, Columbia Pictures general sales manager, will leave here today for Cleveland.

•

JESSE CHINICH, Buena Vista Western division manager, has left New York on a business trip to the Coast.

•

FRANCIS M. WINIKUS, executive assistant to United Artists vice-president MAX E. YOUNGSTEIN, has returned to New York from Paris.

•

RUSSELL HOLMAN, Paramount Eastern production manager, will leave New York today for London.

•

ARTHUR SACHSON, sales executive for Distributors Corp. of America, has left New York for key cities of the East and Midwest.

•

SAM SPIEGEL, producer, will return to New York this week from London.

•

PETE SHAPIRO, treasurer of Distributors Corp. of America, and ROSE WEINBERG, of the same organization, have announced their engagement.

•

HARVEY REINSTEIN, Republic Pictures salesman in New York, has entered a local hospital for minor surgery.

Services for English

HOLLYWOOD, Oct. 6 – Funeral services were held here yesterday at The Church of the Good Shepherd, Beverly Hills, for Richard English, 47, who died following a long illness. His wife and four children survive.

Normandie Opens Early

The Trans-Lux Normandie Theatre here has scheduled early Saturday matinees at 10 A.M. for its current attraction, Walt Disney's "Perri."

Rename Brandt ITOA Head for 24th Year

Harry Brandt, president of Brandt Theatres, was reelected president of Independent Theatre Owners Association of New York for the 24th consecutive term at a meeting at Toots Shor's Restaurant late last week.

Other officers reelected were Max A. Cohen, board chairman and first vice-president; William Namenson, second vice-president; Julius Sanders, third vice-president; Norman Leff, fourth vice-president; Leon Rosenblatt, treasurer; Edith Marshall, secretary; John C. Bolte, Jr., sergeant-at-arms.

Elected to the board of directors were Samuel Einhorn, Norman Elson, Sam Freedman, Bob Goldblatt, Al Greene, Jack Hattem, Ben Knobel, Sam Koenig, Larry Kurtis, Murray LeBoss, Martin Levine, Al Margolies, Irving Renner, Ray Rhone, Jack Rochelle, Tom Rodgers and Murray Schoen. Associate directors include Jack Heyman and Melvin Miller.

Seven Twin-City Houses Book 'Commandments'

Special to THE DAILY

MINNEAPOLIS, Oct. 6.–The second subsequent run of "The Ten Commandments" has been awarded on bids to four Minneapolis and three St. Paul theatres under the zone plan adopted here by Paramount for the run.

All seven houses will open the indefinite runs on Oct. 23. They are: Minneapolis–Sol Fisher's Varsity, Engler Bros.' Hopkins, Volk Bros.' Camden and Maco's Rialto. St. Paul –W. R. Frank's West Twins, Martin Lebedoff's Capitol and Art Stevens' Uptown.

Joint Party Planned

CLEVELAND, Oct. 6–All distributor personnel will unite in a big Christmas party to be held Dec. 16 in the Tudor Arms Hotel. This will take the place of the individual exchange Christmas parties. Jim Levitt, Universal, chairman, says the 6 to 7 P.M. cocktail hour will be followed by dinner and dancing.

Open House at Studio

The Gold Medal-Biograph Studios will hold open house on Nov. 7 and 8, as part of the Motion Picture Golden Jubilee Celebration. The Bronx studios were first opened in 1913.

'Hunchback' to L. A.

Allied Artists' "The Hunchback of Notre Dame" will have its West Coast premiere in a multiple theatre opening in Los Angeles, Nov. 6.

Three MPA Committee Meetings This Week

A meeting of the full New York Golden Jubilee Committee will be the first of several important MPAA committee meetings to be held here this week. Chairman Martin Davis and committee members will meet at 12:30 P.M. today in the international board room, for a luncheon progress report.

On Thursday two meetings will be held, the first being that of the MPAA advertising and publicity directors committee at 12:30 P.M. at the Harvard Club. The committee, of which Paul Lazarus, Jr., is chairman, will discuss institutional and Golden Jubilee promotions.

Also on Thursday at 12:30 P.M., the members of the Golden Jubilee tie-in subcommittee will hold a luncheon meeting in the board room, under the chairmanship of Philip Gerard.

Decries Fears About Future of the Movies

Special to THE DAILY

PORTLAND, Ore., Oct. 6.–There's too much pessimism about the future of the picture business, declared Allan Wieder of M-G-M, here on an exploitation mission. He agrees that the U. S. pattern of living has increased competition, however.

Television, he says, has been a competitor in addition to the do-it-yourself movement, the trend toward outdoor sports, suburban living and the spread of shopping centers, but believes drive-ins have taken the place of "fringe" theatres.

The 18-25 year old bracket still insists upon going out for entertainment and that's a redeeming feature of the situation insofar as films are concerned, in his opinion.

Leonard Goldberg Dies; New England Exhibitor

Special to THE DAILY

BOSTON, Oct. 6 – Leonard Goldberg, 65, a past president of Independent Exhibitors Inc. of New England, died Friday at Cape Cod Hospital, Hyannis, Mass., after a lingering illness. Owner of the Adams Theatre, Quincy, he had long been active in national Allied and at one time was chairman of the board of the New England unit. When he was president in 1947, the national Allied convention was held in this city. He is survived by his widow, a son and daughter, and several grandchildren.

'Time' Here Oct. 23

"Time Limit" will have its world premiere at the Victoria Theatre here on Oct. 23, according to United Artists.

Japanese Producers Against N.Y. Office

Special to THE DAILY

TOKYO, Oct. 3 (By Air Mail)–Presidents of Japan's six leading motion picture studios jointly stated that they see little advantage to establishing a UniFilm Japan office in New York to promote diffusion of their films. They said they felt that the annual Japanese Film Week will be sufficient.

The statement was made after the government offered to put up half of the $166,667 which such an office is estimated to require. A counter-proposal was put forward to open a theatre in New York for Japanese films.

Says Closed Circuit TV Threat to Air Lines

Special to THE DAILY

NORMAN, Okla., Oct. 6.–Use of closed circuit television for business conferences are a threat to the future profits of air lines, according to R. W. F. Schmidt of Tucson, president of the American Association of Airport Executives. He came here for a University of Oklahoma airport executives conference.

With closed circuit TV, he said, business executives throughout the country can get together in a few minutes, discuss their problems and reach decisions. This, he predicted, will eliminate the need for much high speed travel.

Airports are not paying their way, he declared, and they probably will add shopping centers. One has already been used for agricultural purposes.

Odeon Buys Drive-In

TORONTO, Oct. 6 – Odeon Theatres (Canada) Ltd. has announced the outright purchase of the Paramount Drive-In, Burnaby, B. C. The house has been operated since early this season by Odeon on lease.

DCA in Minneapolis

The opening of a Distributors Corporation of American office in Minneapolis, with Fay Dressell as branch manager was announced at the weekend by Irving Wormser, DCA general manager.

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s a further continuance of its unparalleled
hing the largest ticket-sales for the largest
otion picture.

PEOPLE

Major **George Fielding Eliot,** renowned authority on military and naval affairs, leaves here today for Miami to begin a four-city southern and southwestern personal appearance tour in connection with the American premiere of the Rank Organization's "Pursuit of the Graf Spee." Accompanying him will be **Geoffrey Martin,** director of advertising, publicity and exploitation for Rank Film Distributors of America.

☐

H. C. "Doc" Ellison, formerly associated with the Jam Handy organization in Detroit, has joined Filmack Corp., Chicago, as director of the animation department.

☐

June Allyson will be guest of honor at a birthday party to be held for her by Universal-International today in the executive suite of the Roxy Theatre here.

☐

Phil Frank, veteran television sales executive, has joined Caravel Films, Inc., in that capacity. He formerly was a sales and account executive for Peter Elgar Productions, Screen Gems and George Blake Enterprises.

Suggest Jubilee Show

(*Continued from page* 1)

panies and be released for showings abroad. Member companies will also provide newsreel highlights of important moments in Hollywood history for the October 16 telecast of CBS's "I've Got A Secret."

Nick Haney of Movietone News substituted for chairman Edmund Reek at the meeting. Representing the other major newsreels were: Casey Davidson and Max Kline, News of the Day and Tom Mead and Al Borsch, Universal-International. Taylor Mills and Leo Morrell of the MPAA were also in attendance.

Three Gov't. Leaders Set for Jubilee Lunch

From THE DAILY Bureau

HOLLYWOOD, Oct. 6 – Governor Goodwin J. Knight, Senator Thomas H. Kuchel, and Mayor Norris Poulson head the list of government leaders who will attend the Hollywood Golden Jubilee luncheon, to be sponsored by the Los Angeles Chamber of Commerce, October 17, at the Biltmore Hotel. Eric Johnston will be guest speaker.

Immediately after the luncheon, which will be the first event on the Golden Jubilee schedule, 20 stars, producers, directors and writers will start on the 20-day Golden Jubilee tour, with a parade transporting them to the airport for a flight to San Francisco, first tour stop.

Agreement on Ticket Tax

(*Continued from page* 1)

programs which they would take over from Uncle Sam. The group did agree on some spending and tax changes at a meeting here Friday, but the governors backed out on assuming two major federal spending programs, and as a result, didn't need all the tax revenue originally earmarked for the trade.

But Governor Dwinell of New Hampshire, co-chairman of the meeting, said Anderson had indicated a willingness to ask Congress to repeal the admissions tax and several other excises as soon as the states indicated they were ready to take over a comparable amount of federal spending. This could be agreed on at another meeting the group has set for Washington in mid-November.

One possibility at that time would be an interim tax credit approach on the admissions tax. That is, the federal government would continue levying the tax as at present, but states and cities would be invited to levy a tax of their own, and theatre owners and others would then deduct from their return to the federal government the amount of any new state or local admissions taxes. After a few years, the federal tax would be ended. The federal-state group followed this approach Friday in reaching agreement on turning over to the states part of the federal tax on local phone bills.

Highest Court

(*Continued from page* 1)

ality of the Chicago film censorship set-up is being challenged. The court's action here could have far-reaching effects on prior film censorship.

Two film industry cases have already been accepted by the justices for argument and decision. In one case, 23 actors, writers and other production workers charge they were excluded from employment opportunities in Hollywood because of an illegal conspiracy between producers and the House UnAmerican Activities Committee, following their refusal to testify before the committee.

CBS Appeal on 'Gaslight'

In the second case, CBS is appealing a lower court decision that a Jack Benny television show burlesquing the Loew's film, "Gaslight," was a copyright infringement. The court's decision could have vital impact on the relations between the TV and film industries.

The court has not yet set the date for argument in these cases, so an early decision is not likely.

Still another matter pending before the court, in several cases, is whether the Justice Department has the right to sell most of its controlling stock interest in General Aniline and Film Corp. Lower courts said it was okay for Justice to sell this stock.

Drive-In for Year 'Round

PHILADELPHIA, Oct. 6. – The Airport Drive-in, nearing completion within the city limits at its location at the International Airport Circle is being planned for year-round operation, it was announced. In-car heaters are being installed for the formal opening later this month.

ABC Vending Cited

ABC Vending Corporation has been judged as having the best annual financial report of the restaurant industry, according to final ratings by the board of judges in the seventeenth annual survey of "Financial World," national weekly magazine.

Celler 'Very Pleased'

(*Continued from page* 1)

Dean Roscoe I. Barrow, among other things recommended that the FCC ban the use of networks option-time and must-buy practices, that the communications act be amended to give the Commission direct authority to apply its rules to networks, and that affiliation contracts be made public.

Earlier this year the Celler committee put out a report on network practices which also recommended that option-time and must-buy practices be banned, and that affiliation contracts be publicized. And another report issued this year by the Senate Commerce Committee made the same recommendations.

The Celler committee official declared that the committee was gratified at "the unanimity of opinion" in the conclusions reached independently by the three separate agencies, and said that the network study report was "a signal public service."

SMPTE Meet Opens

(*Continued from page* 1)

the Society of Motion Picture and Television Engineers here. The group is holding its 82nd semi-annual meeting at the Sheraton Hotel.

Donald Kirk, Jr., of the Jerrold Electronics Corp., discussed the economic factors which led to the systems for entertainment-type TV now being installed. In addition Charles P. Ginsberg, of the Ampex Corp., spoke on the Ampex videotape recorder and its evolution.

Yesterday morning was devoted to a "general motion picture session" covering such topics as television film standards, averaging screen illumination readings, xenon arc lamps, and use of multi-track recorders for simultaneous mastering of single-channel and stereo releases.

The SMPTE delegates will resume sessions tomorrow morning with the topic for the entire day to be "military uses of TV." Today the delegates have a choice between a local historical tour or a tour of Longwood Gardens and an organ recital. The convention will end Wednesday.

M.P. DAILY picture

Gordon Knight

KnightHopeful

(*Continued from page* 1)

British point of view. American films in England now claim 70 per cent playing time. This leaves little for native or other pictures, and room for resentment. The latter is monetary, not necessarily cultural.

"You can very well understand that a certain section of our public feels at a time when a third of our imports are controlled, including even machine tools, that to put out all this money for American films is asking a lot," he commented.

Production Increasing

British production, Knight avers, is increasing and encouraged. One cause is the replacement of the Eady subsidy with the statutory levy upon exhibitors. Also, British producers are more and more "vigorous" with American appeal.

This is something, he said, the necessity of which they'd always been aware, but lately they seemed to be more successful. He said he was going away after two weeks here, including Chicago as well as Washington and New York, and after many talks with many persons, feeling British pictures are making "headway."

Expects Full Acceptance

They have achieved this on television, through art theatres, and with Rank selling here, he declared. American acceptance, he conceded, is partial and slow, but he declared it eventually will be complete.

Bollengier Elected

(*Continued from page* 1)

president and treasurer and director of Magna Theatre Corp., a position he assumed in March, 1956. The UA circuit is a major stockholder in the Magna company, which controls the Todd-AO process.

Bollengier has had extensive experience in the film industry, having previously been in executive positions with Universal, Eagle Lion and United Artists.

Start Stage Shows

NILES, Ohio, Oct. 6–E. J. Stutz, who presents stage shows at the Circle Theatre, Cleveland, on weekends, has leased the McKinley Theatre from the Robins Amusement Co. for Friday night hillbilly shows. The first one will be presented tomorrow.

Theatre-Buy Link Is Seen

(Continued from page 1)

ice pictures freely, it stands to rea- n that producers and distributors ant to be able to protect their interts in the key city part of the exhibin field," one prominent figure ted.

Asked for his opinion on this, oram F. Myers, Allied general coun- , said it was clear at the hearings fore the Senate Small Business ommittee last year that distributors re opposed to expansion of exhibis into the production field.

Paramount Followed RKO

Paramount was the second comny to obtain a consent decree after anti-trust litigation. RKO was the st. In neither of these decrees was re any specific ban against acquisin of theatres. At that time the dertment had not completely settled divorcement as the remedy for onopoly practices.

In the latter decrees, it was pointed t to the Justice Department that s failure to ban future theatre acisitions was a "loophole," so in the bsequent decrees specific bans were itten in for 20th Century-Fox, ew's and Warner Brothers, and ey were required to get the department's permission to acquire or build eatres. Loew's has already secured proval of the building of two drive- , one in New Jersey and the other Florida.

Also, in the Paramount and RKO crees there was nothing to prevent divorced theatre circuits from ening production. The AB-PT theas are already engaged in production. Stanley Warner acquired permission to make Cinerama pictures, and National Theatres was authorized to produce with the Cinemiracle process.

Officials of the distributing and exhibition companies, when asked for comment on the surprise acquisition of the Esquire in Chicago by Paramount, have been chary about making comments. All the principal circuits, many of the smaller ones and all the distributor defendants on the anti-trust cases are expected to attend the conference with the Department of Justice. Some exhibitor leaders have also indicated their intention to attend. Many regional units of both the Theatre Owners of America and Allied have come out in favor of circuit production in order to relieve the film shortage.

Corresponded with Paramount

Meanwhile in Washington a Department of Justice official said at the weekend the Department had "an exchange of correspondence" with Paramount, before the company had purchased the Esquire. The official did not reveal what the Department told Paramount in the course of the exchange. He said Paramount had written to Justice, informing it of the company's plan to purchase the theatre, and that Justice had replied.

Under the terms of the Paramount consent decree, he pointed out, the company is not prohibited from purchasing theatres, and doesn't need the consent of the Department of Justice to do so.

)nly 1 Group

(Continued from page 1)

estion of production-distribution divorced circuits.

The Department would not name declining organization. It did say, wever, that several organizations t originally invited to the confer- ce had requested that they be alved to join it. Since Justice felt ese outfits "had a legitimate inter- ," a spokesman said, they were nt invitations.

The conference is called for 10 M., and it is expected that it will t for most of the day.

Theatres Reopen

(Continued from page 1)

obtained from today's film-goers.

Reopening are the Wampas, Keouqua, Ia., under the new management of Leo Boley; Palace, Luverne, inn., Herman Jochims; Jasper, Jas- r, Minn., a merchant's project; dge, Breckenridge, Minn., Home eatres; Clinton, Clinton, Minn., a erchant's project; and Home, idgewater, S. D. Seeking public pport through sale of family season oks is the Community Theatre, Newell, Ia. Quinn, S. D., businessmen are seeking capital to finance reopening of the Quinn Theatre.

Skouras, Rosen, Others To Attend D. C. Meeting

New additions to the list of representatives to attend the Justice Department's Oct. 10 meeting in Washington for discussion of production and distribution by divorced circuits were announced at the weekend.

Spyros P. Skouras, president, and Otto Koegel, chief counsel, will represent 20th Century-Fox at the meeting.

The Stanley Warner Corporation will be represented by Samuel Rosen, executive vice-president; Nathaniel Lapkin, first vice-president; Harry M. Kalmine, vice-president and general manager; and Stuart H. Aarons, of the legal department.

Tentatively announced as the Loew's-M-G-M representatives were vice-presidents Benjamin Melniker and Robert H. O'Brien. There is a possibility of president Joseph R. Vogel also attending.

The Independent Theatre Owners Association of New York will be represented by Harry Brandt, president, and Morton Sunshine, executive director.

Television Today

IN OUR VIEW

TWO years of study by a special staff appointed by the Federal Communications Commission have resulted in a 1,400-page report in two volumes, which in effect make the point that although the television networks have made a fine contribution to the development of the new and exciting medium, they are engaging in a number of practices which are "incompatible with the public interest."

Two university law professors headed a group of about a dozen experts conducting the exhaustive study into television procedures and practices, and it is to be presumed, were energized by a genuine and unbiased desire to offer recommendations they felt were in the public interest. An original intention that radio also be included in the study was abandoned early, since television needed all the time and energy the staff could devote to the matter at hand.

•

It is interesting and noteworthy that the practices of the television networks, which substantially means NBC and CBS, should come under detailed study these very few years after the establishment of network television as a going enterprise. In the motion picture business, it took a Government anti-trust suit and years of back-breaking and financially awe-inspiring litigation before changes were made in a distribution system which, like Topsy, had grown over the years since the dawn of the film business era. Perhaps it is as well thus to bring about improved practices from the standpoint of the general welfare, before they become so deeply ingrained into the warp and woof of television business practice that any change, even slight, might cause a major disruption, and perhaps serious consequences, in the business structure as a whole.

•

Of course, these recommendations are just that, and no more, at the present writing, but it is a reasonably safe bet that for the most part they will be translated into specific rules and regulations of television network conduct under FCC direction before many of us are a great deal older.

It would seem to be the better part of good sense on the part of NBC and CBS in particular to spend less time in the immediate future fighting the recommendations and more on a careful analysis of the situation, with a view to constructively meeting the problems posed by the staff report. Particularly cited by the study are the by now entrenched and successful practices of "option time," under which affiliated stations must reserve all or most of the best time for network programs, and "must buy," whereby sponsors must take less desirable stations in a network in order to get those most desired. It's like the old motion picture "block booking" procedure.

Regarding the latter practice, NBC especially, and CBS developed and employ the method, while ABC uses what the report calls a satisfactory or acceptable "minimum buy" procedure. Even so, it is recommended that a "minimum buy" plan, if set up universally, should be watched closely, looking to further regulation at a later date if it appears necessary.

•

It is rather interesting to note in another phase of the report that the staff says: "The possibility of arbitrary, discriminatory or restrictive action in such areas as affiliation, disaffiliation, rates and compensation can be substantially reduced if adequate publicity is given to network actions. In this way these industry practices will tend to be self-regulating. . . ."

The ultimate design of the report would seem to be the elimination or redesign of such practices as tend to be in violation of the trust laws and to be inimical to the public interest. This is, in effect, duly constituted public authority speaking, and much of what it says is quite likely to become the "law of the land" insofar as television network operation is concerned. It well behooves the networks, especially NBC, to which the opprobrium of "big business" more readily attaches, to amend their practices in certain particulars before it is done for them—the hard way.

—Charles S. Aaronson

Production of TV Receivers Up in Aug.

From THE DAILY Bureau

WASHINGTON, Oct. 6 – Production of radio and TV receivers in August increased substantially over the July level. TV production increased over August of last year while radio output declined somewhat, according to Electronic Industries Association (formerly RETMA) tabulations disclosed today. Cumulative output of television receivers dropped from the like 1956 period while radio output on a cumulative basis remained substantially "above the 1956 period."

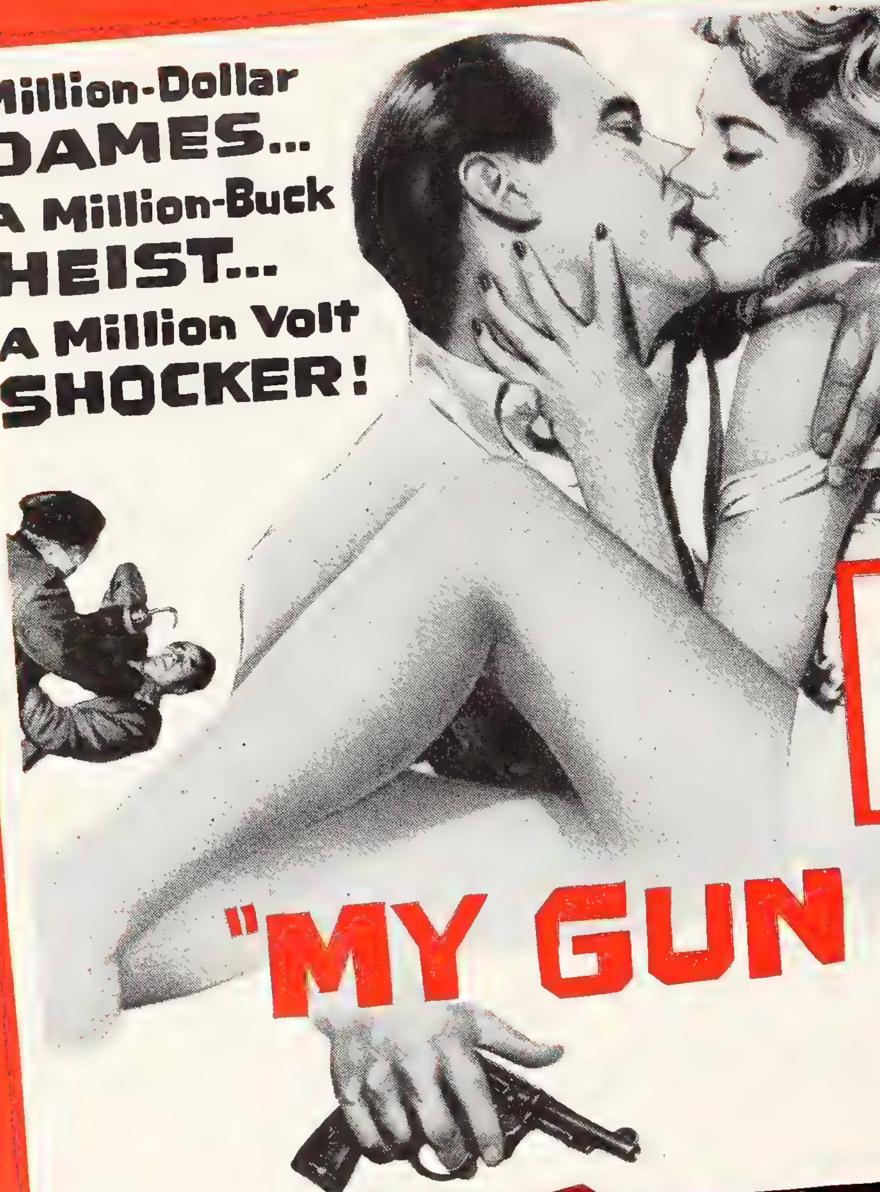
Television output in August totaled 673,734 compared with 360,660 TVs made in July and 612,927 television receivers made in August 1956. The number of TVs produced with UHF tuners totaled 88,615 in August against the 55,401 made in July and 90,419 produced in August of 1956.

SG Names Plotnik

Gene Plotnik has been named publicity manager of Screen Gems, Columbia Pictures TV subsidiary.

60 MILLION SPILLANE FANS WAITING TO SEE SPILLANE'S *BEST!!!*

Million-Dollar DAMES... A Million-Buck HEIST... A Million Volt SHOCKER!



VICTOR SAVILLE
presents

MICKEY Spillane's

Newest, Blood-Boiling Best !!

The High Society Dame Who Played It Lowdown And Dirty!

The Secretary Who "Worked" After Hours!

The Stripper Who Knew How To Tease!

The Blonde Who Left Her Bathroom Door Open!

"MY GUN IS QUICK"

introducing
ROBERT BRAY as
"Mike Hammer"

with
WHITNEY BLAKE · DON RANDOLPH · RICHARD GARLAND · FRED ESSLER · BOOTH COLMAN · PAMELA DUNCAN · GINA CORE
PATRICIA DONAHUE · JAN CHANEY · Screenplay by RICHARD COLLINS and RICHARD POWEL
Screen Story by
RICHARD POWELL · GEORGE A. WHITE and PHIL VICTOR
Produced and Directed by

"So much in the way of excitement, suspense and surprising twists that it registers as top notch entertainment! *A superior Spillane film!*"
—BOXOFFICE

"Has everything that a good murder mystery should have!"
—INDEPENDENT

THRU
UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 69 NEW YORK, U.S.A., TUESDAY, OCTOBER 8, 1957 TEN CENTS

Early Next Year

3 Hearings On Network Report Seen

Observers Divided on Need To Increase Power of FCC

By J. A. OTTEN

WASHINGTON, Oct. 7—A House Judiciary Subcommittee headed by Rep. Celler (D., N.Y.) will almost certainly hold hearings early next year on the recommendations made public last week by the network study staff of the Federal Communications Commission.

In addition, the Senate Commerce Committee will probably hold hearings on the report, which recommended that certain television network practices be prohibited and that the FCC rules be amended to permit direct control over networks. Finally, the House Commerce Committee,

(*Continued on page* 11)

Hunter Doesn't Make Films for Critics

(Picture on Page 9)

"I don't make pictures to please the critics. I make them to please movie-goers — teenagers, housewives and everybody else who goes to the movies for a good cry or a good laugh.

"When I decided to make a movie about a rich widow who falls in love

(*Continued on page* 9)

Eidophor Demonstration Set Here This Morning

A demonstration of Eidophor, 20th Century-Fox's large-screen color television process, will be conducted this morning by cable from a studio setup in the Hotel Sheraton Astor here to a theatre in the Bronx.

The program to be telecast will be a half-hour of the stage show currently at the Roxy Theatre. The special showing is reportedly for a group of top 20th-Fox executives, including Spyros P. Skouras and Buddy Adler.

Information Media Guaranty More Essential Than Ever: Johnston

From THE DAILY Bureau

WASHINGTON, Oct. 7—Deteriorating economic conditions in many countries throughout the world make the Informational Media Guaranty Program more essential for the industry than ever, Eric A. Johnston, president of the Motion Picture Export Association, told a Senate Foreign Relations Subcommittee today.

Eric Johnston

Johnston was one of a number of witnesses appearing in behalf of the IMG program of the United States Information Agency. Among others testifying were Robert M. Beers, chief of the program, and Clive L. Duval, USIA general counsel.

"I must tell you quite frankly," Johnston said, "that our industry will be compelled to utilize it more in

(*Continued on page* 8)

'Commandments' Dates Set for 56 More Spots

Paramount is expanding its "area waves" bookings of "The Ten Commandments." Eleven eastern, southern and midwestern cities will have the production in 56 bookings within the next four weeks.

Philadelphia will start its second test of these engagements tomorrow

(*Continued on page* 8)

4 Tomlinson Directors File SEC Proxy Notice

From THE DAILY Bureau

WASHINGTON, Oct. 7—Charging mismanagement and malpractice by the Vogel administration, four Loew's directors today notified the Securities and Exchange Commission that they intend to solicit proxies in behalf of Joseph Tomlinson for the Oct. 15 special stockholders meeting.

The four, all minor stockholders themselves, whose shares have been acquired since last December, filed so-called "Section 14b" statements,

(*Continued on page* 7)

Krim Theatre, Detroit Leased to Trans-Lux

Special to THE DAILY

DETROIT, Oct. 7—Sol Krim today announced that he has leased the Krim Theatre to Trans-Lux Theatre Corp. for 20 years. Trans-Lux assumes management of the 1,000-seat house on Jan. 2. Present policies will be continued.

The theatre, under the new name of the Krim-Translux, will be redecorated without closing. The house was built by Krim in 1941. The Krim circuit was founded by Leon Krim in 1910.

Allen Finds Roadshow Best Way to Promote Pictures

By WARREN HARRIS

(Picture on Page 7)

Add to the list of roadshow boosters, independent producer Irwin Allen, who said here yesterday that "a motion picture becomes twice the show it is when sold on a road show basis." Whether or not Allen's "The Story of Mankind" will be roadshown was not clarified, however, as he would only say that he is in New York to discuss distribution plans with Warner Bros. and nothing has been decided definitely.

The roadshow satisfies the public's psychological desire to see something special, Allen explained. A "good" picture, embellished with color, wide-screen lensing and other new innovations, becomes a "great" picture when presented on a two-a-day schedule. Allen feels that pictures currently

(*Continued on page* 7)

Krim Announces:

Record, Music Subsidiaries Formed by UA

Youngstein Is Elected Head of Both Companies

United Artists is going into the record and music fields with two new corporations—United Artists Records Corp. and United Artists Music Corp. Max E. Youngstein, vice-president of the motion picture organization, has been named president of both the new groups, but will continue all his activities with the parent company, Arthur B. Krim, president, said in announcing

Max Youngstein

(*Continued on page* 9)

Fox Sets Multiple N. Y. Opening for 'Down'

"No Down Payment" will open Oct. 23 at the RKO Albee Theatre, Brooklyn, and in neighborhood houses of the RKO and other theatre circuits in the greater metropolitan area on Oct. 30, it was announced yesterday by 20th Century-Fox.

The citywide launching of the CinemaScope production was prompted by the highly successful mass debut recently of Fox's "Bernardine" and "Will Success Spoil Rock Hunter?", it was stated.

TRADEWISE
on page 2

Television Today
on page 11

PERSONAL MENTION

CHARLES M. REAGAN, M-G-M vice-president and general sales manager; **John P. Byrne** and **Robert Mochrie**, assistant sales managers, and **Mike Simons**, director of customer relations, returned to New York yesterday from Louisville.

•

Russell V. Downing, president and managing director of Radio City Music Hall, and **Mrs. Downing** will return to New York from Europe today aboard the "Queen Elizabeth."

•

Leon Bamberger, back in New York from a summer in Florida, visiting film offices to renew acquaintances.

•

David O. Selznick will arrive in New York today from the Coast.

•

Nathan Cohen, director of Anglo Amalgamated Productions, Ltd., will arrive in New York today from London via B.O.A.C.

•

Clark Ramsay, executive assistant to **David A. Lipton**, Universal Pictures vice-president, will arrive in New York on Thursday from Hollywood.

•

Charles Hunt, M-G-M unit business manager; **Ranald MacDougall**, producer, and **Paul Grosse**, cameraman, will arrive in New York from the Coast on Sunday.

•

George Englund, assistant to **Sol Siegel**, producer, will arrive in New York from Hollywood on Saturday for a vacation.

•

Sam Spiegel, producer, will return to New York from London on Thursday via B.O.A.C.

U.A. Scholarships to Pratt Are Presented

Two art students were presented with scholarships of $500 each to the Pratt Institute by United Artists preceding a luncheon at the Institute in Brooklyn yesterday. The scholarships were awarded for motion picture posters created as part of a junior class project reesulting from one full year's cooperation between UA and Pratt.

The winners were John Annus and Walter Baczinsky. The project involved sketching of scenes from United Artists films, including "The Pride and the Passion," "Bachelor Party," and "Twelve Angry Men."

TRADEWISE

By ONLOOKER

THE announcement last week of Paramount Pictures' purchase of the 1,400-seat Esquire Theatre on Chicago's near North Side created a real stir throughout the industry. It is easy to attach more significance to the development than it perhaps warrants. Actually, the complete explanation is contained in the statement issued by George Weltner, Paramount vice-president, in making the announcement. . . . Paramount, the statement revealed, has been confronted with problems in the marketing of its pictures in Chicago, and in properly booking them so as to be able to take advantage of their timely promotional and advertising campaigns. Obviously, the company was dissatisfied with its access to the Loop theatres of its erstwhile affiliate, Balaban & Katz, and other first run theatres. Its Federal consent decree does not prohibit it from operating or owning theatres, so its decision to acquire another outlet for its pictures in Chicago was a natural one. The more so, since the B. & K. parent company, AB-PT, previously had taken advantage of the silence of its Federal consent decree on the subject, to engage in film production. . . . The Weltner statement made it clear that the purchase of the Esquire did not mean any change in Paramount policy with respect to its theatre divorcement of seven years ago. In other words, there is no plan to acquire additional theatres elsewhere at this time. . . . Nevertheless, the Paramount move undoubtedly will figure in the discussions at the meeting on Thursday called by the Justice Department to discuss authorization to divorced circuits to engage in production and distribution.

NEWSREELS REPORT they have been subjected to some mild criticism and complaint by a few exhibitors who apparently felt the reels' failure to cover the Little Rock events and the Teamsters Union election put theatres in a bad light with news conscious audiences who were being given so much of both by home television. . . . Some newsreel officials who were questioned said they decided against covering the Little Rock happenings because of the volatile nature of the material which made it almost certain to inspire unruly demonstrations, or worse, in many theatres, both North and South. That, they concluded, would do theatres whose managers were adventuresome enough to use the footage a greater disservice than would a lack of coverage. . . . As for the Hoffa coverage the newsreel men questioned replied that in their opinion it wasn't any more newsworthy than other material which the reels carried. . . . Good move on the part of United Artists, that one announced today on the formation of record making and music publishing enterprises, and a good decision, too, picking the high-powered Max Youngstein to head them up.

FILM AND THEATRE executives who have had occasion in the recent past to confer with or seek the counsel of industrial engineers and other specialists for ailing business have been told that the first essential in staging a recovery is to "have the merchandise on the shelf" when the customers go shopping. . . . Some, particularly in exhibition, are asking now if the industry has had the foresight to plan strong releases in good number for the fall and winter months when the industry's Golden Jubilee celebration and its continuing business building program will be in full swing and the customers will be out shopping for entertainment. They will be, that is, if the Jubilee celebration and the b.b. program have their desired effects. . . . Certainly, it's worth thinking about. It will be worse than foolish to arouse the public's interest with star tours, promotions, advertising and publicity, and whet its appetite for motion pictures and not have in the nation's theatres when the public responds by going forth to buy, the very best product that Hollywood has to offer.

Expect Early Ruling Upon 'Eden' Appeal

Special to THE DAILY

ALBANY, Oct. 7.—The Court of Appeals is expected to decide this week on whether to hear oral arguments on the appeal of Dr. Charles A. Brind, Jr., counsel for the State Board of Regents, that "The Garden of Eden" case be reargued.

The Court overruled the Regent's ban on the picture some months ago on the ground that the U. S. Supreme Court ruling in "The Miracle" and "La Ronde" cases had limited censorship within a narrowly defined meaning of the words "immoral" and "indecent."

Dr. Brind contends that the court majority did not give consideration to, or was unaware of, several points in the censors' ruling on the nudist film that it was "indecent."

The court's rules require briefs without oral arguments on appeals from its decisions. Sol A. Rosenblatt, attorney for Excelsior Pictures Corp., distributor of the picture, asserts that Dr. Brind's contentions have no basis in law and this his client has lost many dates, particularly in drive-ins, as a result of Dr. Brind's delaying tactics.

Arnold J. Febrey Dies

BUFFALO, Oct. 7—Arnold J. Febrey, 52, sales representative for United Artists in the Buffalo territory, died at Buffalo General Hospital here following a heart attack. Febrey was a charter member of the Buffalo Variety Club and president of the local chapter of Colosseum of Motion Picture Salesmen.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"LES GIRLS" starring
GENE KELLY • MITZI GAYNOR
KAY KENDALL • TAINA ELG
An M-G-M Picture in CINEMASCOPE and METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

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"'GEARED TO MEET THE EVER-CHANGING ENTERTAINMENT DESIRES OF THE PUBLIC'"

— THOMAS M. PRYOR, N. Y. TIMES

THE Hollywood REPORTER

ALLIED ARTISTS SLATES 36 IN YEAR

Biggest Schedule In Five Years

Steve Broidy Announces

Allied Artists will release a minimum of 36 features in the next 12 months, the company's biggest schedule in five years and six more than the pr according to Steve Broidy, president. At least one release each

CinemaScope and color by DeLuxe, he terday. At least eight producers the lineup and the open to other idy added.

Heading the program is "The Hunchback of Notre Dame," starring Gina Lollobrigida and Anthony Quinn, and two Joel McCrea starrers, "The Tall Stranger," with Virginia Mayo as co-star, and one other.

Also on the slate are two Harold productions, "Never Love a now shooting, and "79 Park The Giant Behemoth," ns, produced by David nger, Gunfighter," "Persian uced by

---

DAILY VARIETY DAILY

AA TO RELEASE 36 PIX NEXT YEAR

Allied Artists will release a total of 36 films during the next 12 months, six more than company sent out during the year just closing, ing to prexy Steve Broidy. At least one each month will be in ne and DeLuxe-Color, according to the exec. Sked is biggest in five years. Product will be turned out by at with door left wide-open to indie producers with additional properties. Future plans call for production of certain films of the stature "Friendly Persuasion" and in the Afternoon," which hat pix of similar or ble, the A

"Our properties," Broidy stated, "will be geared for release to meet the ever-changing entertainment desires of the public. Budgets will be flexible and determined by star value and subject matter."

Joel McCrea will st the upcoming progr scale westerns a DeLuxe-Color that "Th

Stranger" head list of C'Scope-DeLuxe-Color films in company's backlog of films which will be among the year's 36.

Lindslev sons and Roger Corman bot oduce four of company slate and Ben three. Scott Heermance Dave

---

THE Film DAILY

36 Features From Allied Artists in Next Year

At Least One a Month to Be in CinemaScope-Color; Plan High Budget Pair

West Coast Bureau of THE FILM DAILY

Hollywood — Allied Artists w release 36 features in the 12 m from Oct. 1, it is announced b Broidy, AA president. At least one release each month will be in CinemaScope and color by De Luxe. Two of the forth coming Cinen Scopers will Joel McC Heading lineup of C color prod will be "Hunchb Notre Da starring brigida Quinn, th Anthony "The Tal

ter starring McCrea Mayo.

Allied Artists' declared, " lease

MOTION PICTURE DAILY

AA to Release 36 in a Year

llied Artists will release 36 pic s in the next 12 months, reflecting company's biggest production urge in the last five yea Broidy, president day. At lea mont

are six more than the company had in the season just closing, will be the product of at least eight producers, lf open to in tional

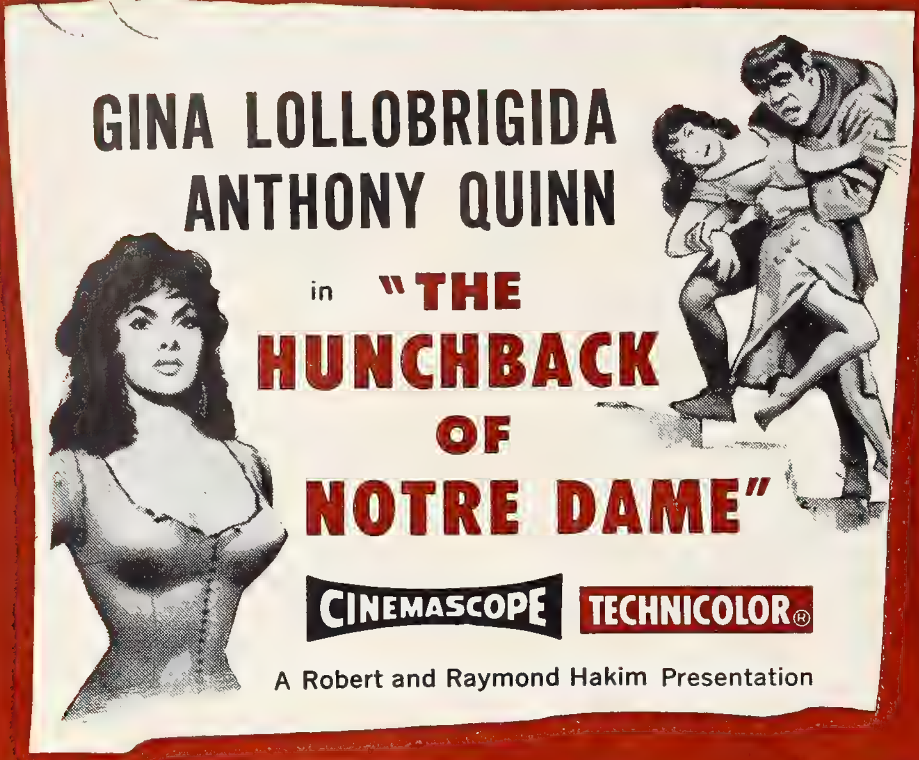
The new AA releases will include a backlog of 13 films, headed by "The Hunchback of Notre Dame" and "The Tall Stranger." Both of these are in CinemaScope and color, and other upcoming productions in hese two processes scheduled include Park Avenue," "Cole Younger, ," "Queen of the Uni antrill's Raiders," and

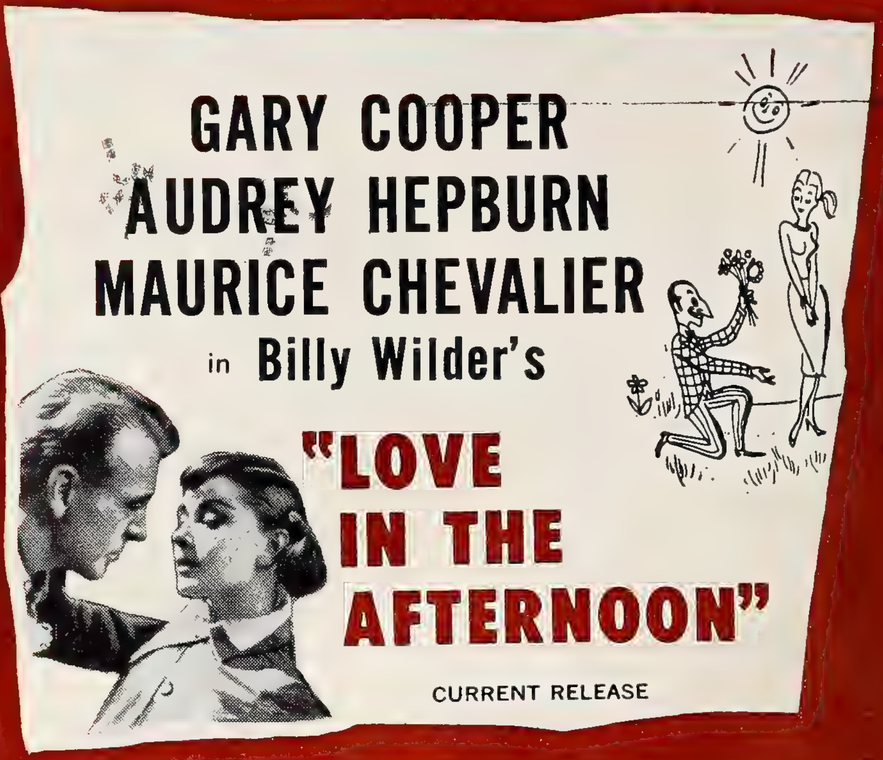
ons, Burrows

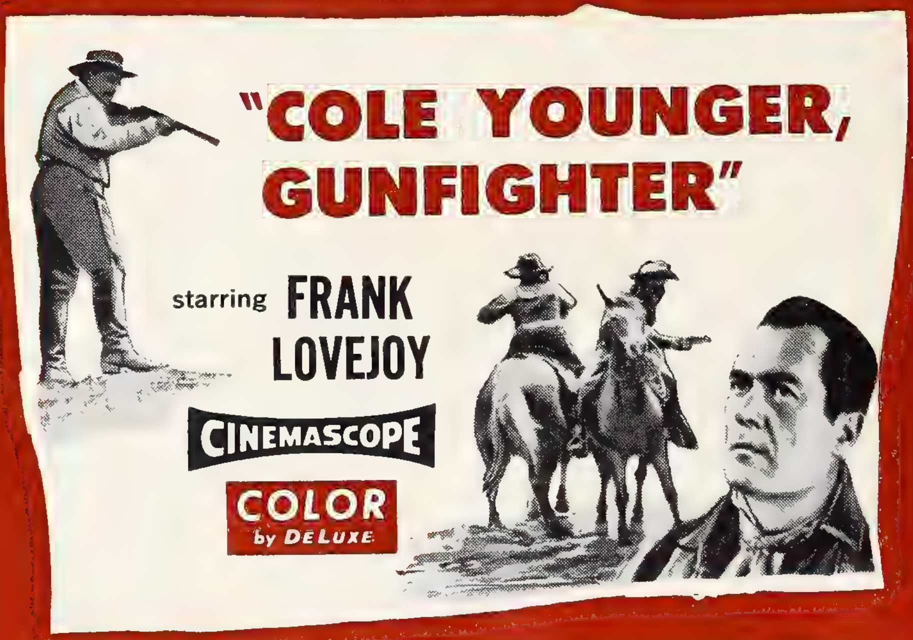
upplied AA by his associate, e "Slade in Yar

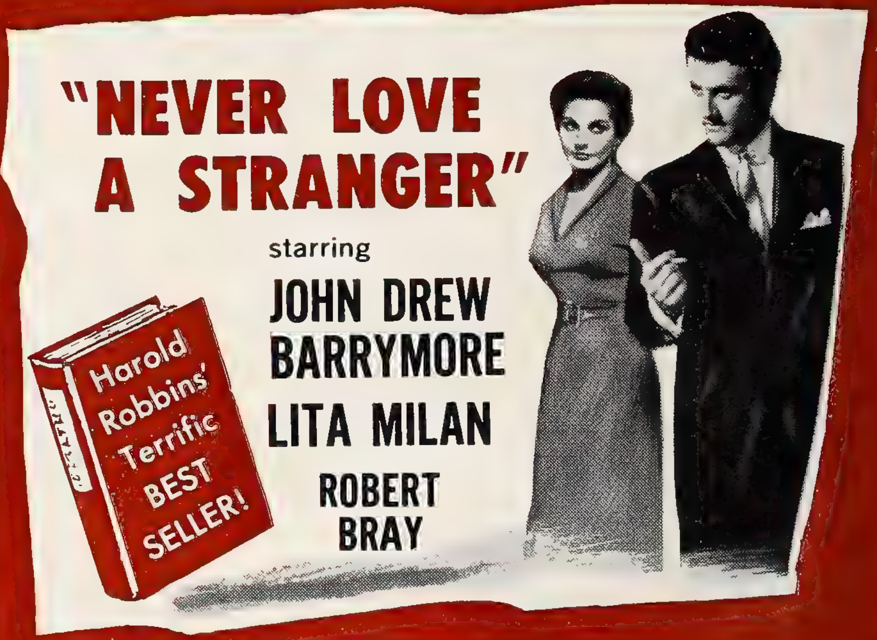
THE BIG NEWS FOR SHOWMEN...IS ALLIED ARTISTS' 20th Anniversary PROGRAM!

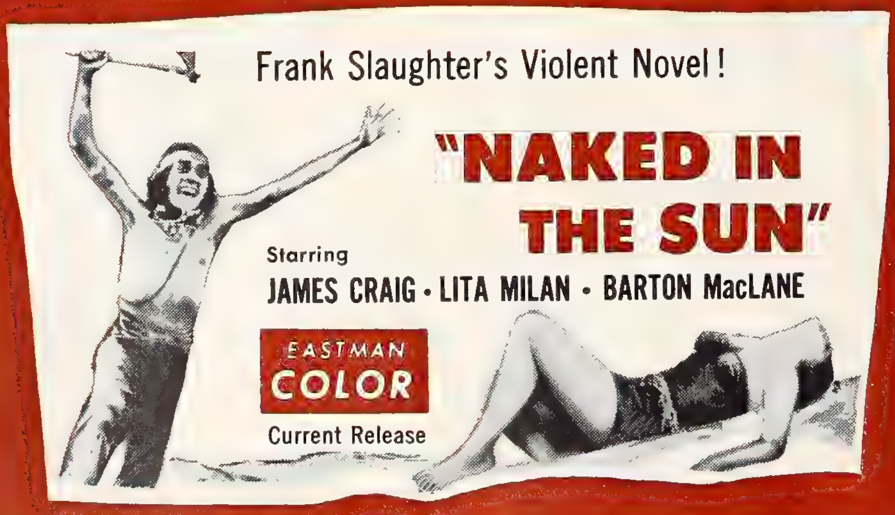
ALLIED ARTISTS DELIVERS THE SHOWMANSHIP

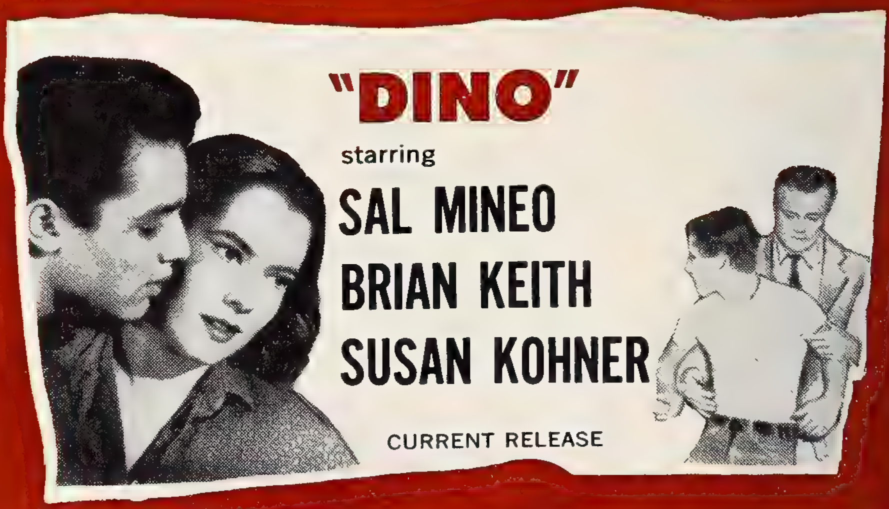

GINA LOLLOBRIGIDA
ANTHONY QUINN
in "THE HUNCHBACK OF NOTRE DAME"
CINEMASCOPE
TECHNICOLOR®
A Robert and Raymond Hakim Presentation

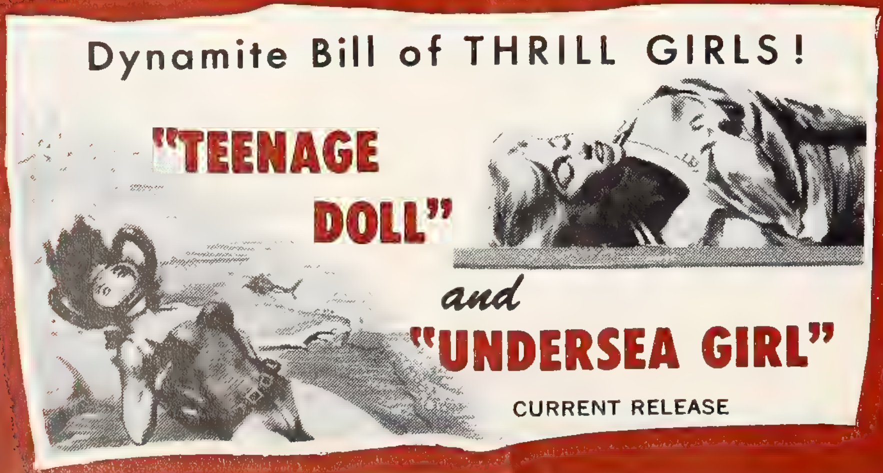

GARY COOPER
AUDREY HEPBURN
MAURICE CHEVALIER
in Billy Wilder's
"LOVE IN THE AFTERNOON"
CURRENT RELEASE

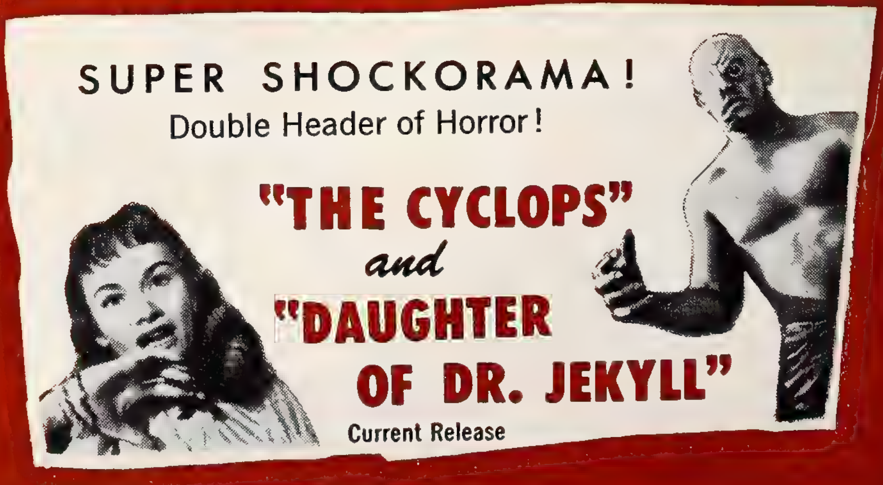

"COLE YOUNGER, GUNFIGHTER"
starring FRANK LOVEJOY
CINEMASCOPE
COLOR by DELUXE


"NEVER LOVE A STRANGER"
starring
JOHN DREW BARRYMORE
LITA MILAN
ROBERT BRAY
Harold Robbins' Terrific BEST SELLER!


Frank Slaughter's Violent Novel!
"NAKED IN THE SUN"
Starring
JAMES CRAIG · LITA MILAN · BARTON MacLANE
EASTMAN COLOR
Current Release


"DINO"
starring
SAL MINEO
BRIAN KEITH
SUSAN KOHNER
CURRENT RELEASE


Dynamite Bill of THRILL GIRLS!
"TEENAGE DOLL"
and
"UNDERSEA GIRL"
CURRENT RELEASE


SUPER SHOCKORAMA!
Double Header of Horror!
"THE CYCLOPS"
and
"DAUGHTER OF DR. JEKYLL"
Current Release

ALUES...PICTURES MADE FOR TODAY'S MARKET!

JOEL McCREA
VIRGINIA MAYO in

"THE TALL STRANGER"

CINEMASCOPE

COLOR by DeLuxe

When SHOSHONE Savagery
Swept the Northwest!

"OREGON PASSAGE"

starring **JOHN ERICSON**

CINEMASCOPE

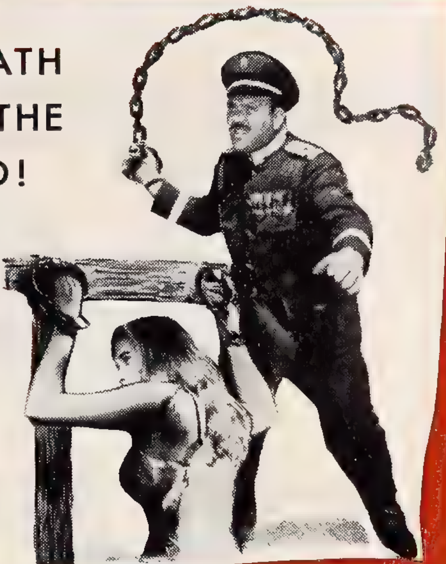
COLOR by DeLuxe

THE BLOOD BATH
THAT SHOOK THE
ENTIRE WORLD!

"BEAST OF BUDAPEST"

with
Gerald Milton•John Hoyt
Greta Thyssen

CRUELTIES OF AN ARCH FIEND!



Hottest BLAST Since
"The Phenix City Story"!

"PORTLAND EXPOSE"

with Edward Binns
Carolyn Craig
Jeanne Carmen

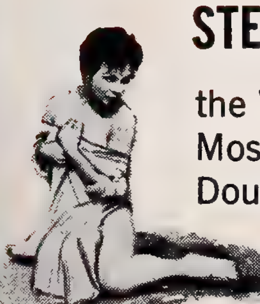
SCORCHED WITH VICE
AND CORRUPTION!

CURRENT RELEASE

"GUN BATTLE AT MONTEREY"

starring
STERLING HAYDEN

the West's
Most Infamous
Double-Cross!



With Those ARABIAN NIGHTS Thrills!

"SABU AND THE MAGIC RING"

starring **SABU**

COLOR by DeLuxe

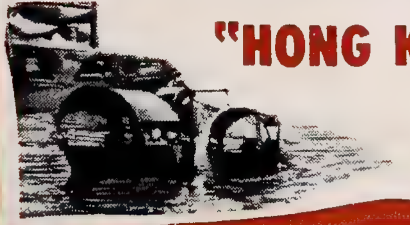
JOHN CASSAVETES in

"AFFAIR IN HAVANA"

co-starring **RAYMOND BURR • SARA SHANE**

"HONG KONG INCIDENT"

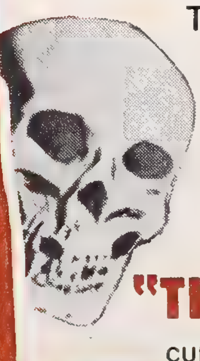
Filmed in the Danger
Zone of the Orient!

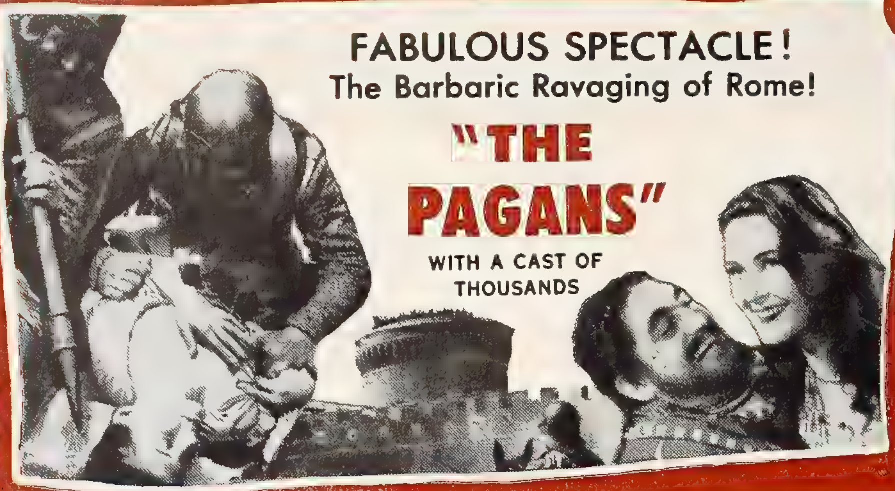


DOUBLE FRIGHTQUAKE!
TWIN TERRORS!

"FROM HELL IT CAME" *and* "THE DISEMBODIED"

CURRENT RELEASE

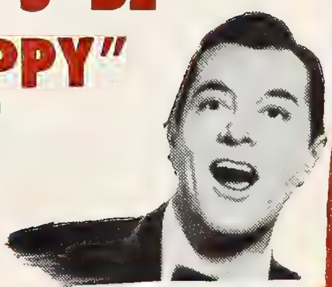


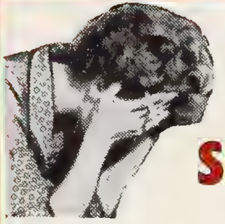


FABULOUS SPECTACLE!
The Barbaric Ravaging of Rome!
"THE PAGANS"
WITH A CAST OF THOUSANDS

"NEW DAY AT SUNDOWN"
starring
GEORGE MONTGOMERY
CINEMASCOPE
COLOR by DeLuxe

TONY MARTIN **VERA-ELLEN**
in **"LET'S BE HAPPY"**
CINEMASCOPE
COLOR by DeLuxe
CURRENT RELEASE





Sat. Eve. Post Expose!
"DEATH IN SMALL DOSES"
CURRENT RELEASE

Gorilla
Terror
Rampage!

"THE BRIDE AND THE BEAST"

HUNTZ HALL AND THE BOWERY BOYS
in
4 COMEDY RIOTS
...The Screen's Top
Fun Series!

Sizzling
Teenage
Shocker!

"CRY BABY KILLER"

"THE RAWHIDE BREED"
starring
REX REASON NANCY GATES

In Preparation

THE GIANT BEHEMOTH	**SLADE IN MONTANA**
QUEEN OF THE UNIVERSE CINEMASCOPE • COLOR	**QUANTRILL'S RAIDERS** CINEMASCOPE • COLOR
PERSIAN GULF CINEMASCOPE • COLOR	**79 PARK AVENUE** CINEMASCOPE • COLOR
THE INCREDIBLE YANQUI	**THE FAR WANDERER**
JOY RIDE	**DATELINE TOKYO**
DESPERATE WOMEN	**HELL'S 5 HOURS**

Showmen! Say it with Playdates for

ALLIED ARTISTS

20th ANNIVERSARY DRIVE

Four Directors

(*Continued from page 1*)

vhich are a pre-requisite for all acive participants in a proxy battle rior to the filing of an actual proxy olicitation statement. These key omlinson supporters are former film roducer Stanley Meyer; K. T. Keller, ormer president of the Chrysler orp.; Toronto business executive ay Lawson, and Louis Johnson, forer Secretary of Defense, whose law rm represents Tomlinson.

Meyer, who owns 5,000 shares, harged: "The present Loew's mangement has, since July 1957, in deance of a majority of the board of irectors, perpetuated themselves in ffice by (1) improper and unauorized use of corporate funds; (2) accurate and misleading stateents," and added:

Will Solicit Proxies

"I have a duty to every stockolder as a director of Loew's. Beause the facts and issues concerning oew's have been withheld from the tockholders. I, therefore, will acally solicit proxies by mail and in erson . . ."

Keller, owner of 200 shares of oew's stock, had this to say: "I ppose enlarging the Loew's board ecause I feel it unwise and unnecssary. I am against the removal of irectors Tomlinson and Meyer beause I feel these men have made nd will continue to make a valuable ontribution to the board of directors. have not participated in any way p to this time, but I intend to seek upport for those views and for ose nominees best qualified for diectorships."

Lawson, who holds 700 shares, oncurred in the view that the board hould not be enlarged and that eyer and Tomlinson should not be emoved. He said he intends to seek support" for these views and "support nominees proposed by Mr. omlinson if in my judgment they ill improve the board."

Johnson Owns 100 Shares

Johnson, who owns 100 shares, aid his concern with the manageent and operation of the company as been "greatly increased by the resident's call of a special stockolds meeting, since I do not beeve that the board should be enrged or that Mr. Tomlinson and r. Meyer should be removed.

"If the meeting is to be held, I hall urge these views and shall seek upport for directorship nominees ho in my judgment are the best tted for these positions."

Joey' to Open Oct. 25

"Pal Joey," Columbia's Technilor version of the play, with Rita ayworth, Frank Sinatra and Kim ovak starred, will open October 25 the Capitol, New York; the Stateake, Chicago, and the Egyptian, Los ngeles. The Capitol premiere will staged in the evening as a benefit the Lila Motley Cancer Foundaon.

'Esperanto Party' Is Urged by Leo McCarey

Hollywood should stage an annual "Esperanto party" at which leaders of the various branches of moviemaking "would speak the same language and resolve their intra-industry disputes," according to producer-director Leo McCarey.

"Meanwhile, instead of criticizing each other publicly, spokesmen for writers, producers, directors, actors and other groups should get together at regular intervals and discuss their mutual problems," said McCarey.

"By quarreling among ourselves we are defeating our own aims, and making for bad public relations."

Tomlinson Hearing In Dover Tomorrow

Special to THE DAILY

WILMINGTON, Oct. 7 – Joseph Tomlinson's appeal to the Delaware Supreme Court to have Joseph R. Vogel's proxies declared invalid for use at the stockholders' meeting scheduled for October 15 will be heard at a special court session Wednesday in Dover. Tomlinson's appeal is on the ground that the proxies were obtained as the result of misstatements.

Follows Sept. 19 Ruling

Chancellor Collins J. Seitz ruled September 19 that the Vogel proxies could not be used for the purpose of removing Tomlinson and Stanley Meyer from the board, but refused either to bar the use of the proxies for other purposes cited in the call for the meeting or to grant another postponement.

Another suit by Tomlinson is pending in the U. S. District Court.

Chicago Theatre Files Anti-Trust Suit Vs. Loew

Special to THE DAILY

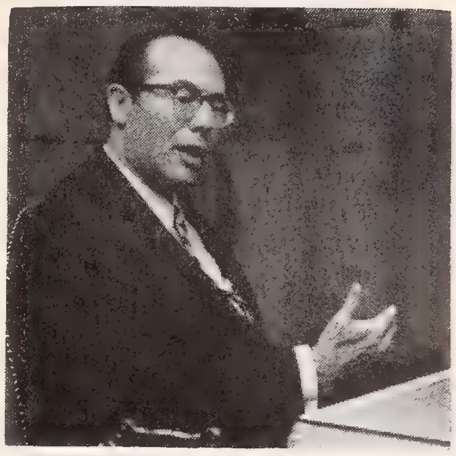
CHICAGO, Oct. 7.—Homan Photoplay Company, operator of the Gold Theatre, located on West Roosevelt Road here, today filed an anti-trust case against Loew's, Inc. The complaint was filed by attorney Seymour Simon.

Triple-Feature Policy at Issue

The Gold Theatre, which operates on a triple feature policy, complains that Loew's has refused to sell it pictures since June of 1956 because of the triple feature policy, and plaintiff maintains this refusal constitutes violation of the anti-trust laws. Plaintiff also complains that, although Loew's refused to license pictures to the Gold when part of a triple feature program, Loew's permitted other theatres in Chicago to play its pictures on a triple feature showing. Plaintiff seeks an injunction restraining Loew's from refusing to license pictures for showing at the Gold Theatre.

Allen Finds

(*Continued from page 1*)


M.P. DAILY picture

Irwin Allen

successful on a roadshow basis would never have reached the large audiences they have if released in the regular way.

Allen is also convinced of the value of name personalties in any motion picture, regardless of budget. Describing a "name personality" as anyone who is known and supported by a majority of the world's audiences, Allen is so sold on their value that he has cast 50 of them in "The Story of Mankind."

When asked on what basis these personalities who, for the most part, portray important historical figures, were paid, Allen said they received a flat salary, rather than gifts and gratuities, as Michael Todd is reported to have done in several cases in "Around the World in 80 Days." Allen would not reveal the negative cost of "Mankind," but said that it was "expensive."

His Last for Warner Brothers

Allen said that 'The Story of Mankind" would be his last production for Warner Bros. He is currently preparing "The Big Circus," which will be another multi-cast production, for Columbia release.

Allen said that his earlier Warner release, "The Animal World," would return a profit of between $500,000 and $1,000,000. "The Story of Mankind" is the last of a trilogy, which besides "Animal World" includes "The Sea Around Us."

Milwaukee Union Seeks Delay on Toll TV Move

Special to THE DAILY

MILWAUKEE, Oct. 7.—Harry Halloway, executive secretary of the Milwaukee local of the American Federation of Television and Radio Artists, has appealed to the common council for a rehearing on the Skiatron TV, Inc., plea for permission to negotiate with the Wisconsin Telephone Co., for permission to use poles and wires for toll television.

Halloway contends that the council committee acted too fast without an opportunity for all parties to be heard. Labor groups are opposed to toll TV on the ground that it would deprive citizens of entertainment they are now getting free.

PEOPLE

Edwin J. Smith has resigned as vice-president of Allied Artists International in charge of operations in the United Kingdom and Continental Europe.

□

Dave Miller, retired, for many years manager of the Universal Pictures exchange in Buffalo, is chairman of the Show Business Committee organized to aid the campaign for mayor of **Elmer Lux,** former theatre and exchange executive.

□

Hyman Berson has been named assistant manager of the Bercal Theatres' Star, Hartford.

□

C. J. Phillips has been appointed manager of the Alperin Colonial Theatre, Southington, Conn., succeeding **George Kroher,** resigned.

Moss Renamed to Head Division of FJP Drive

Charles B. Moss, president of the B. S. Moss Corporation, has been renamed chairman of the movie and amusement division of the 1957-58 campaign for the Federation of Jewish Philanthropies, it was announced yesterday by Gustave L. Levy, president of the Federation.

Moss has urged all industry leaders to attend an organizational luncheon to be held at the Paramount Pictures board room on Wednesday. "It will be a brief but important meeting and our opportunity to build a successful foundation for our annual Federation campaign," he stressed. "As Federation has accepted the challenge of meeting rapidly growing communal needs, it is up to us to make this vital work possible and key plans made on Wednesday are most important to our success."

Services Held for William Montague, 58

Funeral services were held here yesterday for William Pepperell Montague, 58, editor in chief of Hearst Metrotone News, at the Campbell funeral home. Montague died Saturday at his home here of cancer.

He was newsreel editor of Paramount News for 20 years prior to World War II, during which he was overseas editor of the Office of War Information. After the war he established and operated a newsreel service in London and Paris for Metro-Goldwyn-Mayer.

Montague returned to the United States in 1948 as editor of Telenews Film Corp., which later became part of Hearst Metrotone, producer of "News of the Day." He is survived by his wife, Mrs. Jean Montague; three sons, and his mother.

... NEWS ROUNDUP

UA Duo in B'klyn Tomorrow

United Artists' "The Fuzzy Pink Nightgown" and "Chicago Confidential" will open tomorrow at the Metropolitan Theatre, Brooklyn. The former film is a Russ-Field production, the latter from Peerless Prods.

■

L. A., Chicago Like 'Esther'

Columbia Pictures reports that "The Story of Esther Costello" opened to big grosses in its first two domestic playdates, racking up $22,000 for six days at the Woods, Chicago, and $5,500 for five days at the Four Star, Los Angeles.

■

'Space Children' for Alland

"The Space Children" will be the first picture to be made by the newly-formed Alland Productions. A talent search will be made for two boys for key roles in the film, which will get underway around the middle of September.

■

Reopens Conn. Theatre

Edward L. Lord, eastern Connecticut theatre operator, has reopened the downtown, first-run Lord Theatre, Norwich, after summer shuttering.

Hits TV Influence On Film Production

From THE DAILY Bureau

HOLLYWOOD, Oct. 7 – By copying TV photographic techniques, many film makers are decreasing the "visual scope" of their productions, it was asserted here by Arthur Lonergan, past president of the Society of Motion Picture Art Directors.

"The average motion picture today discloses a decrease in scope, visually," declared Lonergan, "and the apparent cause of this trend is that the producers have been awed by and are copying television production techniques.

"Television is circumscribed by physical limitations of the 'small screen', and it is unfortunate that so many motion picture producers attempt to accept this limitation."

Schwalb A.A. Official

HOLLYWOOD, Oct. 7 – Ben Schwalb, producer for Allied Artists since 1949 was elected assistant secretary of the company at the recent board of directors meeting, it was announced today by George Burrows, executive vice-president and treasurer.

Information Media Guaranty Vital: Johnston

(*Continued from page 1*)

the near future or abandon some markets to subsidized films of other countries. His only criticism of the program the MPEA head declared, was that it wasn't operating in enough countries.

Beers told the committee that only 15 per cent of the foreign currency purchased since the beginning of the IMG program has been for motion pictures. The motion picture industry was not "looking to the government to solve all of their export problems for them," he declared. "In this regard, the efforts put forth all over the world by the Motion Picture Association of America, on behalf of its member companies are well known."

Subcommittee Chairman Mansfield (D., Mont.) asked Beers "how class B, C, and D films get over there and create the impression they do in foreign countries?" Beers replied that he didn't think "any of these films get over there." During the life of an IMG contract, he explained, the film companies agree not to sell any picture not approved by USIA in the country where the contract applies. The industry has "cooperated wholeheartedly" in this regard, Beers said.

He told the committee that American films are going into "foreign countries which, without IMG, would be screening from countries other than the United States."

Points to Italy and Japan

Industry companies were "real entrepreneurs," Johnston said, in working out their convertibility problems in countries where the guaranty program didn't operate. He cited such industry projects, as building ships in Italy, building a power plant in Japan, building churches in other countries. All these were built with frozen local currency, he said. The ships will be sold to American companies for dollars, he explained, and the local governments will pay MPEA in dollars for the building projects.

Mansfield told Johnston the industry was "to be commended" for its "ingenuity in working out its problems" and said he had no idea that this was going on. Johnston said that he spent about 80 per cent of his time on convertibility problems.

Queried by Wiley

In response to a question from Sen. Wiley of Wisconsin, ranking Republican member of the committee, Johnston said that the industry had few convertibility problems in Africa—with the current exception of Egypt.

Johnston called Russian pictures distributed abroad "an excellent propaganda weapon" and said the Soviet Union was having more success now in distributing its films than it had formerly.

He explained that this was because the Russians were using a new "exchange program," under which they gave a country a Russian film to distribute free and in turn accepted free a film made by that country to show in the Soviet Union. Johnston said that although he had never seen one of these "exchange" films shown in Russia, he knew the Russian films were shown "extensively" in other countries because they had been obtained without charge. Russia also recently adopted a program of film festivals, he said, and in the past year has had one in India, one in Damascus and one in Syria.

Johnston went on to say that if for any reason American films must be withdrawn from a country, they are replaced by Russian films. This happened, he said, in Burma and in Afghanistan. When American pictures can come back, he said, "there are no more Russian pictures."

Book Foreign Films at Two Portland Theatres

Special to THE DAILY

PORTLAND, Ore., Oct. 7. – The Fine Arts Guild, a newly formed local corporation, started a program of booking foreign films at Aladdin and 26th Avenue neighborhood theatres here. The 26th Avenue will present French, Italian, Japanese and German films, starting off with "Rififi." The Aladdin Theatre will present British films to its patrons, with "Raising a Riot" the first.

Both will change programs weekly and show three shows an evening, with continuous showing on weekends. Fine Arts Guild has its start in Seattle, Wash., last fall at the Ridgemont Theatre.

Columbus to Have Third Art Theatre

Special to THE DAILY

COLUMBUS, Ohio, Oct. 7.—The Drexel, 775-seat theatre in suburban Bexley, will become the third local art theatre Oct. 16 with the opening of "The Third Key," Mrs. Ethel Miles has announced. The Drexel, which has been operated as a subsequent run, is located opposite Capital University, three blocks away from the Bexley Art Theatre.

Charles Sugarman's World, near Ohio State University, is the third local art theatre. The Drexel is being remodeled and redecorated. Rank releases will form the bulk of the Drexel's bookings.

International TV on SMPTE Agenda Tonight

Special to THE DAILY

PHILADELPHIA, Oct. 7.—The Society of Motion Picture Television Engineers will feature a "projective thinking" session dealing with international television at 8 P.M. tomorrow night at the Sheraton Hotel here at its 82nd semi-annual convention.

The session will encompass such subjects as the British Broadcasting Corporation describing inter-nation program exchanges on the European continent; the Canadian Broadcasting Corporation presenting a case history of bilingual telecasting in Canada; and the United States Information Agency reporting on its international television film network which at this time supplies films in 18 different languages for scheduled television broadcasting throughout the world.

Army Program Scheduled

The program will include a status report on direct television between the European and American continents as described by the North Atlantic Relay Communication plan. There will also be a presentation by the United States Army photographic center on rapid language translations and a new type of two language film for simultaneous telecasting.

The convention devoted both morning and afternoon sessions today to discussions of military uses of television. The morning session tomorrow will feature large screen TV, and the afternoon subject will be instrumentation and high-speed photography.

'Ten' Dates

(*Continued from page 1*)

in eight theatres, and Cleveland will have its third "wave" in five houses there.

Starting Thursday, Atlanta will have its first test of this form of subsequent run booking in five houses. Pittsburgh will get it in six and Detroit in five starting Oct. 16. Four bookings are set for Washington Oct. 18, followed by four in Indianapolis and three in Minneapolis.

Richmond has three bookings for Oct. 24, and metropolitan St. Louis will get it in ten theatres starting Nov. 1.

Says War Films Big In Today's Market

The movie-going public today is buying "uniforms and hand grenades," A. W. Schwalberg, director of theatrical distribution for National Telefilm Associates, said yesterday in a discussion of the company's recent success with packaged film deals of reissues.

Estimates Returns

Schwalberg estimated that returns from NTA's first package, "Armored Attack" ("The North Star") and "Battle Stripe" ("The Men") would not be less than $600,000. NTA is contemplating theatrical release of several of the important features in the 20th Century-Fox backlog, as well as features bought in independent deals, Schwalberg said.

Children in U. K. Theatre Told When to Go Home

Special to THE DAILY

SCARBOROUGH, England, Oct. 4 (By Air Mail)—Management of the Aberdeen cinema here has started a look-after-the-kids campaign. A notice in the foyer reads: "Children, when you have seen the full program, please go straight home. Your parents worry about you."

When there are many children in the audience, manager F. J. Rowett usually goes on-stage to advise them personally about going straight home. He does this because he gets so many mothers coming to the cinema looking for their children.

Milwaukee Committees For Jubilee Appointed

Special to THE DAILY

MILWAUKEE, Oct. 7—At a luncheon meeting at the Jewish Community Center here, Ben Marcus, local chairman of the Golden Jubilee committee announced the committee chairmen and their committee members to help formulate an extensive campaign for the tour that will be here October 25.

Finance: Jack Lorentz, Al Frank, Harry Mintz, Oliver Trampe, John Schuyler, Harold Janecky. Publicity: Erv Clumb, Bob Rose, Joe Reynolds, Louis Orlove, Al Meskis, Milton Harmon, Estelle Steinbach, Harry Boesel, Betty LaVerne and Bill Nichols.

Program: Marcus, Jerry Wechsler, Ed Johnson, Oscar Olson, Dave Chapman, L. F. Gran, Joe Imhof, Harold Pearson, Andy Spheeris and Ray Trampe. State Publicity: Hank Tollette, Walter Brennan, Sig Goldberg, John Schranberg and Butch Schlax.

Service Committee: Glenn Kalkhoff, Vic Manhardt and Hugo Vogel.

Coast Production Drop Shown from Last Week

From THE DAILY Bureau

HOLLYWOOD, Oct. 7. — The production chart this week showed a slight decrease in production over that of last week, for a total of 50 pictures now in work. Five new pictures were started and eight others were completed.

Started were: "I was a Teenage Frankenstein," Santa Rosa Prod. (American International); "St. Louis Blues," VistaVision (Paramount); "The Searching Wind," Ventura Prod., Naturama (Republic); "Ten Days to Tulara," George Sherman Prod. (United Artists); "Death Rides this Trail," CinemaScope, Color (Universal-International).

Completed were: "Light in the Forest," Walt Disney, Technicolor and "Old Yeller," Walt Disney, Technicolor (Buena Vista); "The Fiend Without A Face," Amalgamated Prods. (Independent); "Shadow of a Gunman," Regal Prod. (20th Century-Fox); "Toughest Gun in Tombstone," Peerless Prod. (United Artists); "Money, Women and Dreams," CinemaScope, Color and "The Wonderful Years," CinemaScope (Universal - International); "Hell's Highway" (Warner Bros.).

Hunter Films

(*Continued from page 1*)

M.P. DAILY picture

Ross Hunter

with her gardener, many of my associates laughed, but the finished picture was the company's biggest grosser that year." These were the words of Universal-International producer Ross Hunter, who is in New York to help promote his most recent U-I release, "My Man Godfrey."

Hunter, who has made many cross country tours in connection with his various productions, feels that he has hit upon the right formula for successful picture-making by talking with people of all backgrounds and interests.

"I listen to my audience," he said. "They want to see stories and personalities with which they can identify. My remake of 'Magnificent Obsession' was the big grosser it was because it was a story that made people laugh and cry at the same time, and because I had taken the trouble to cast Jane Wyman, a favorite with the older movie goers, and Rock Hudson, the current teen-age heart throb, in the leading parts. One of my biggest thrills came the other day when my maid told me she was going to tell all her friends to go out and see 'Tammy' because all the people in it were so much like 'home folk'."

Has Up-Dated the Film

Hunter doesn't feel that he is hurting the box office chances of his pictures by remaking earlier successes. "Most people that had seen the earlier 'Magnificent Obsession' didn't remember it too clearly, and those that did wanted to see it brought up to date. 'My Man Godfrey' has been completely updated so that it is almost a completely new picture, save for the fact that it will be able to cash in on a proven title. I'm going to make 'Imitation of Life' as my next picture, not because it was a big boxoffice hit years ago, but because I feel the story, when properly brought up to date, will have plenty to offer in the way of timeliness and audience appeal."

Ask Teen Agers Join in 'Objectionable' Ads Fight

Special to THE DAILY

MILWAUKEE, Oct. 7. — Mrs. James Friar, vice-chairman of the metropolitan crime prevention commission, said teen agers will be asked to check motion picture advertising and collect samples they believe are objectionable as evidence here.

Mrs. Friar proposed that members of the police department's youth advisory council, composed of representatives of the high schools, be asked to conduct the survey. "If teen agers said it was objectionable we would have something to support us in the fight," she declared.

Sees Common Market Hurting French Talent

By HENRY KAHN

PARIS, Sept. 30 (By Air Mail)—The European Common Market may mean an end to the employment of foreign artists in French films. The French Syndicat of Actors has decided to take up the matter. M. Jacques Dumesnil, the president, has asked the film producers to meet him.

In a letter sent to the press, M. Dumesnil complains that the present law does not protect French actors and further, that the arrival of the Common Market will probably mean the greater use of foreign talent.

He states that the Syndicat is satisfied that the high artistic level of a film depends upon its "national level" and for that reason co-productions including foreign stars are not satisfactory.

Dislikes Dubbing

Further M. Dumesnil says that dubbing is a bad thing. He calls attention to a prize granted to a foreign star when her own voice was not used but that of a French actress was heard.

Finally he says that French films have often brought fame to foreign actors and actresses who have, through these films, signed very favourable Hollywood contracts.

M. Dumesnil does not mention the use of French artists in foreign films, and overlooks the recent statement by Jack M. Warner and others, that more co-produced films would be made in France for the benefit of French artists and technicians.

It is likely that the Producers Syndicat, who are not opposed to some measure of protection, will, nevertheless object to any extreme measures.

David Tannenbaum, 58

BEVERLY HILLS, Oct. 7.—Funeral services were held today for David Tannenbaum, 58, film attorney and twice mayor of this community, who died here Friday following a cerebral hemorrhage. He is survived by his wife and three children.

Record, Music

(*Continued from page 1*)

the new companies here yesterday.

The new units will use the worldwide distribution and merchandising facilities of the parent company. Motion picture promotion techniques will be applied to the sale of records and sheet music.

Commitments with leading artists in the record field are under discussion. Music distributed by the new companies will include, but will not be limited to, songs and scores from United Artists films.

In announcing formation of the companies, Krim stated: "United Artists' broadened participation in the entertainment field is another forward stride in our long-range expansion program. We are confident that these new ventures will place us in an even stronger financial position and substantially enhance the value of our services to film producers, exhibitors and the motion picture public.

Stresses Benefits to Artists

"To music artists we are able to offer the special benefits of a global promotion and distribution organization equipped to develop the widest possible market."

"We believe that the music business is ideally suited to motion picture promotion and distribution methods," said Youngstein in discussing his plans. This has never been attempted before on a full-scale basis, as we are about to do now. By coordinating our film and music activities, we expect to inaugurate the kind of sustained cross-promotion that will yield important advantages in the two fields for both the company and artists recording on the new United Artists label. Thus, with our record and music operations, we are acquiring a fresh source of revenue and a new pre-selling tool."

Belgian Fair to Screen Best All-Time Films

Special to THE DAILY

BRUSSELS, Oct. 7. — Under the auspices of The Belgian Film Library, the International Fair in Brussels next year will feature a festival of the best motion pictures of all time. The Library is polling film authorities throughout the world for lists of the 50 best films produced between 1895 and 1955, from which lists will be taken the 12 top films.

These will be screened at the fair Oct. 12-17, 1958, before a jury of international film men. The film receiving the most votes will be awarded a gold medal and the runners-up silver medals.

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MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	RANK F.D.A.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
SEPTEMBER	**MAN FROM MONTEREY** Sterling Hayden, Pamela Duncan **TEENAGE DOLL** June Kenney, John Brinkley **CRIME BENEATH THE SEA** Mara Corday, Pat Conway **NAKED IN THE SUN** (color) James Craig, Lita Milan	**3:10 TO YUMA** Glenn Ford, Van Heflin — 92 min. (Rev. 8/8/57) **THE BROTHERS RICO** Richard Conte, Diana Foster — 92 min. (Rev. 8/26/57) **THE PARSON AND THE OUTLAW** Anthony Dexter, Buddy Rogers — 71 min. (Rev. 9/5/57) **WOMAN OF THE RIVER** (color) Sophia Loren—98 min. (Rev. 8/13/57)	**HOUSE OF NUMBERS** (CS) Jack Palance, Barbara Lang—92 min. (Rev. 6/26/57) **HIRED GUN** (CS) Rory Calhoun, Anne Francis — 64 min. (Rev. 9/23/57)	**STOWAWAY GIRL** Elsa Martinelli, Trevor Howard—87 min. (Rev. 9/25/57) **SHORT CUT TO HELL** (VV) Robert Ivers, Julie Bishop —87 min. (Rev. 9/27/57) **MR. ROCK 'N' ROLL** Alan Freed, Rocky Graziano		**THE SUN ALSO RISES** (CS, color) Tyrone Power, Ava Gardner — 129 min. (Rev. 8/23/57) **THE DEERSLAYER** (CS, color) Lex Barker, Rita Moreno — 76 min. (Rev. 9/26/57) **COPPER SKY** Jeff Morrow, Coleen Gray — 75 min. (Rev. 9/19/57) **FORTY GUNS** (CS) Barbara Stanwyck, Barry Sullivan — 80 min. (9/25/57) **THE UNKNOWN TERROR and BACK FROM THE DEAD** Science Fiction Combination	**ENEMY FROM SPACE** Brian Donlevy, Sidney James—84 min. (Rev. 9/5/57) **CHICAGO CONFIDENTIAL** Brian Keith, Beverly Garland **GUNSIGHT RIDGE** Joel McCrea, Mark Stevens — 85 min. (Rev. 8/30/57) **SATCHMO THE GREAT** Louis Armstrong—63 min. (Rev. 9/12/57) **STREET OF SINNERS** George Montgomery — 76 min. (Rev. 9/5/57) **THE CARELESS YEARS** Dean Stockwell — 70 min. (Rev. 8/30/57)	**INTERLUDE** (CS, color) June Allyson, Rossano Brazzi — 90 min. (Rev. 6/25/57) **JET PILOT** (color) John Wayne, Janet Leigh — 112 min. (Rev. 9/19/57) **JOE DAKOTA** (color) Jock Mahoney, Luana Patten — 79 min. (Rev. 6/17/57) **RUN OF THE ARROW** (color) Rod Steiger, Sarita Montiel—85 min. (Rev. 6/5/57) **THAT NIGHT** John Beal — 88 min. (Rev. 7/24/57)	**BLACK PATCH** George Montgomery—83 min. (Rev. 9/6/57) **JOHNNY TROUBLE** Ethel Barrymore, Cecil Kellaway — 80 min. (Rev. 9/13/57)	**THE AMAZING COLOSSAL MAN** (AIP) Glenn Langan, Cathy Downs **THE CAT GIRL** (AIP) Barbara Shelley, Robert Ayres **THE SILKEN AFFAIR** (DCA) David Niven, Genevieve Page **MADEMOISELLE STRIPTEASE** (DCA) Brigitte Bardot, Daniel Gelin **ESCAPADE** (DCA) Alastair Sim, John Mills —87 min. (Rev. 9/27/57) **EVERY SECOND COUNTS** (DCA) Barbara Laage, Jean-March Thibault **CAST A DARK SHADOW** (DCA) Dirk Bogarde, Margaret Lockwood **TAMING SUTTON'S GIRL** (Rep.) (N.) John Lupton, Gloria Talbott **THE WAYWARD GIRL** (Rep.) Marcia Henderson, Peter Walker
OCTOBER	**LOOKING FOR DANGER** Huntz Hall, Stanley Clements **STREETS OF HAVANA** John Cassavetes, Sara Shane **TALL STRANGER** (CS, color) Joel McCrea, Virginia Mayo	**DOMINO KID** Rory Calhoun, Kristine Miller — 73 min. (Rev. 8/26/57) **THE STORY OF ESTHER COSTELLO** Joan Crawford, Rossano Brazzi — 103 min. (Rev. 9/17/57) **THE TIJUANA STORY** Rodolfo Acosta, James Darren	**UNTIL THEY SAIL** (CS) Jean Simmons, Paul Newman — 95 min. (Rev. 9/26/57) **INVISIBLE BOY** Philip Abbott, Richard Eyer **I ACCUSE** (CS) Jose Ferrer, Anton Walbrook	**THE JOKER IS WILD** (VV) Frank Sinatra, Jeanne Crain — 123 min. (Rev. 8/28/57) **THE DEVIL'S HAIRPIN** (VV, color) Cornel Wilde, Jean Wallace — 82 min. (Rev. 10/4/57) **HEAR ME GOOD** Hal March, Merry Anders	**SPANISH GARDENER** (VV, color) Dirk Bogarde, Jon Whitley — 95 min. (Rev. 9/26/57) **AN ALLIGATOR NAMED DAISY** (VV, color) Donald Sinden, Diana Dors — 88 min. (Rev. 9/19/57)	**NO DOWN PAYMENT** (CS) Joanne Woodward, Tony Randall — 105 min. (Rev. 9/30/57) **THREE FACES OF EVE** (CS) Joanne Woodward, David Wayne — 91 min. (Rev. 8/21/57) **THE ABOMINABLE SNOWMAN** Forrest Tucker **YOUNG AND DANGEROUS** Lilli Gentle **ROCKABILLY BABY** Les Brown and orchestra **GHOST DIVER**	**TIME LIMIT** Richard Widmark, Richard Basehart — 96 min. (Rev. 9/19/57) **THE GIRL IN BLACK STOCKINGS** Lex Barker, Mamie van Doren—73 min. (Rev. 10/1/57) **HELL BOUND** John Russell **MUSTANG** Jack Beutel	**MAN OF A THOUSAND FACES** (CS) James Cagney, Dorothy Malone — 122 min. (Rev. 8/27/57) **QUANTEZ** (CS, color) Fred MacMurray, Dorothy Malone — 80 min. (Rev 8/27/57) **THE UNHOLY WIFE** (Color) Diana Dors, Rod Steiger — 94 min. (Rev. 8/30/57)	**THE HELEN MORGAN STORY** (CS) Ann Blyth, Paul Newman — 118 min. (Rev. 9/19/57) **THE BLACK SCORPION** Richard Denning, Mara Corday—87 min. (Rev. 9/25/57)	**SORORITY GIRLS** (AIP) Susan Cabot, Dick Miller **MOTORCYCLE GANG** (AIP) Steve Terrell, John Ashley **RODAN, THE FLYING MONSTER** (DCA) (color) science fiction **THREE MEN IN A BOAT** (DCA) (CS, color) Laurenec Harvey, Jimmy Edwards **THE END OF THE ROAD** (DCA) Edward Chapman, Finlay Currie **THE FLESH IS WEAK and NOTHING BUT BLONDES** exploitation package **HELL'S CANYON OUTLAWS** (Rep.) Dale Robertson, Brian Keith — 71 min. (Rev. 9/25/57) **PANAMA SAL** (Rep.) (N) Elena Vergugo, Edward Kemner
NOVEMBER	**HUNCHBACK OF NOTRE DAME** (CS, color) Gina Lollobrigida, Anthony Quinn **HONGKONG STORY** Jack Kelly, Lili Hwa **SABU AND THE MAGIC RING** (color) Sabu, William Marshall	**DECISION AT SUNDOWN** (color) Randolph Scott **ESCAPE FROM SAN QUENTIN** Johnny Desmond, Mary Anders **OPERATION MADBALL** Jack Lemmon, Ernie Kovaks — 105 min. (Rev. 9/3/57)	**LES GIRLS** (CS, color) Gene Kelly, Mitzi Gaynor — 114 min. (Rev. 10/2/57) **JAILHOUSE ROCK** (CS) Elvis Presley, Judy Tyler	**THE TIN STAR** (VV) Anthony Perkins, Henry Fonda **ZERO HOUR** Dana Andrews, Sterling Hayden	**AS LONG AS THEY'RE HAPPY** (color) Jack Buchanan, Jean Carson — 76 min. (Rev. 8/26/57) **PURSUIT OF THE GRAF SPEE** (VV color) John Gregson, Anthony Quayle	**STOPOVER TOKYO** (CS, color) Robert Wagner, Jean Collins **APRIL LOVE** (CS, color) Pat Boone, Shirley Jones **UNDER FIRE** Rex Reason, Henry Morgan — 78 min. (Rev. 9/25/57) **RIDE A VIOLENT MILE** John Agar, Penny Edwards	**RIDE OUT FOR REVENGE** Rory Calhoun, Gloria Grahame **TIGER BY THE TAIL** Larry Parks, Constance Smith **AGE OF FURY** Michael Higgins, Lois Holmes **THE STEEL BAYONET** Leo Genn, Kieron Moore	**SLAUGHTER ON TENTH AVENUE** Richard Egan; Jan Sterling — 103 min. (Rev. 9/19/57) **SLIM CARTER** (color) Jock Mahoney, Tim Hovey—82 min. (Rev. 9/27/57) **DOCTOR AT LARGE** (VV, color) Dirk Bogarde — 98 min. (Rev. 6/10/57) **ESCAPADE IN JAPAN** (Technirama) Cameron Mitchell. Teresa Wright — 92 min. (Rev. 9/19/57)	**STORY OF MANKIND** All-star cast **WOMAN IN A DRESSING GOWN** Yvonne Mitchell, Anthony Quayle — 90 min. (Rev. 10/12/57) **BOMBERS B-52** (CS, color) Natalie Wood, Karl Malden	**THE VIKING WOMEN** (AIP) Abby Dalton, Susan Cabot **I WAS A TEENAGE FRANKENSTEIN** (AIP) **BLOOD OF DRACULA** (AIP) **TEENAGE BAD GIRL and TEENAGE WOLF PACK** (DCA) combination **TIME LOCK** (DCA) Robert Beatty, Lee Patterson **PANIC IN THE PARLOR** (DCA) Peggy Mount, Shirley Eaton **LIANI OF THE JUNGLE** (DCA) Marion Michael, Hardy Kruger **CHILD'S PLAY** (DCA) Mona Washbourne, Peter Martyn **GRAVE ROBBERS FROM OUTER SPACE** (DCA) **PERRI** (BV) (color) true-life fantasy

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

3 Hearings

(*Continued from page 1*)

which has already scheduled hearings on subscription television, may also get into the TV network act when Congress returns in January.

Both the House Judiciary Committee and the Senate Commerce Committee conducted lengthy investigations into the network situation and issued reports with conclusions very similar to those reached by the FCC study group. Both Congressional committees have been watching the situation and waiting for the FCC staff report, and are considered almost certain to want to follow up on it with hearings with the commissioners.

Goes to Committee

By the time Congress returns, there may also be a better idea of what the Commission will do to implement the recommendations made in the staff report. The report was issued by a special network study staff headed by Dean Roscoe L. Barrow of the University of Cincinnati College of Law. It must now be considered by the FCC's network committee, consisting of Chairman John Doerfer and Commissioners Rosel Hyde and Robert Bartley. After they go over it, it goes to the full Commission for action.

Observers are falling into two camps on the vital subject of whether the FCC can carry out many of the report's recommendations without action by Congress to increase the FCC's power. One group feels the FCC can act on most of the staff recommendations without any new Congressional grant of authority; the other group feels that Congress must give the FCC new powers before the commission can do very much to put into effect the staff proposals.

Most Feel Regulation Is Needed

Most observers agree that legislation by Congress would certainly be needed for direct FCC regulation of the networks. They also agree that it would not be needed for the FCC to act on the suggestion that no one be allowed to own more than three VHF stations in the top 25 national markets. The same would be true for the suggestion that license renewals be considered on the same thorough basis as the original applications.

But opinions are split on whether the FCC could outlaw option time, must buy and other network practices without further action by Congress. Some believe the Commission could do this through its present powers over the individual stations who are network affiliates. Others feel this could be done only by direct regulation of the networks, a power the FCC does not now have.

No Quick Action Expected

One thing seems certain: it will be quite a while before any major staff recommendations are put into effect. Any changes requiring action by Congress will certainly drag on for months if not years.

Television Today

One Man's TViews

By Pinky Herman

DROPPED in on the Patrice Munsel rehearsal yesterday and from what we saw, La Munsel is not only a great singer but possesses natural charm and should prove a gracious hostess for the musical-variety series which will bow in Fri., Oct. 18 TVia ABC. Charles Sanford will conduct a large orchestra with the Robert Schuler production alternately sponsored by Buick & Frigidaire. . . . Did you know that Dick Stark, one of the most successful announcers in the country has been awarded a Bachelor of Architecture degree, having attended classes at the Pratt Institute of Architecture these past five years. . . . At the press reception that NBChieftains conducted honoring Robert Cummings, the star received a citation by Lt. General William E. Hall for his fine work on behalf of the U. S. Air Force. . . . John Daly, who had to fly to Europe last week thus missing the CBSunday "What's My Line?" program, racked up a total of 382 consecutive appearances as host on the Goodson-Todman program. . . . Mrs. Dick Rattazzi (they own that much-frequented-by-the-radio and TV crowd on E. 48th St. Bistro—and you're welcome to this free plug) is in a quandary; her Chinese laundryman A. Sian Floo just came down with American Flu. (Egad, Egan—how you do contrive?) . . . Bill Lichtman, flying hero of the R. A. F. and U.S.A.F. has written a novel of the strife-ridden Near East, "Between The Star and The Cross," which will be published by Citadel. Could make a fine moom pitchur. . . .

☆ ☆ ☆

Energetic young Joe Franklin, whose "Memory Lane" (old time movies) and "Melody Lane" (nostalgic songs) seen daily (12:30-1:30 P.M.) TVia Channel 7, not only entertains his millions of fans but likewise 'sells' them his sponsors' products. Latest to re-sign for an additional 52 weeks is Canada Dry Ginger Ale which has been sponsoring seven quarter-hour segments. . . . Bud Ford, who was brought east two years ago from WTAM, Cleveland to produce several NBC Radio programs, has been upped to program manager of WRCA Radio. One of the brightest young writers and producers in town, there most definitely is a FORD in the NBC future. . . . Herbert Brodkin and Gordon Duff, producers of the "CBStudio One" series, will conduct a panel discussion on dramatic programming, first of a series of Academy of TV Arts & Sciences forums, to be held Tuesday at CBS Studio 51 on W. 39th St. in Gotham. . . .

NTA Takes Over WATV And Its Radio Units

National Television Film Associates, which is half-owned by 20th Century-Fox, has purchased WATV (Channel 13) and its radio and FM affiliates, WAAT and WAAT-FM, subject to approval by the Federal Communications Commission. The contract provides for 100 per cent ownership. At present Atlantic Television, Inc., and the Bremer Broadcast Corp. control the stations.

WATV is the second television station to be acquired by NTA. Last month it took over a controlling interest in KMGM-TV, Minneapolis, from United Television, Inc. That transfer is awaiting approval of the FCC.

Negotiations for the sale were conducted by Ely A. Landau, NTA president, and Ted Cott for the purchasers and Irving B. Rosenhaus, Emanuel Pollach and Attorney Henry Schults for the sellers.

The purchasers are expected to ask for authorization to change the call letters to WNTA-TV, WNTA (AM) and WNTA (FM).

'Graf Spee' Going on TV With Film Openings

"The Scuttling of the Graf Spee" will be the final show of the CBS television series, "You Are There," next Sunday. This coincides with the release of "Pursuit of the Graf Spee," British film being released by Rank Film Distributors of America, Inc., in 11 states.

Southern and southwestern territorial openings of the picture will start Oct. 16 at New Orleans. The Rank company has arranged with 13 circuits, buying and booking organizations and independent exhibitors for spot announcements following the telecast at 6:30-7 P.M., EDT.

Linger ABC Ad Director

Dean D. Linger has been appointed director of advertising and promotion for the ABC Television Network, effective next Monday. He replaces John H. Eckstein, who has resigned the position.

Linger brings 13 years of television and radio experience, both on the network and local level, to his new post. For the past five years he has served in Hollywood as sales promotion and publicity director of KNXT, CBS-TV's owned station, and the CBS-TV Pacific Network. The previous eight years were spent with ABC in Chicago and Detroit.

CBS TV Film Sales Affiliates with NARTB

CBS Television Film Sales, Inc., has become the first television producer outside the Alliance of Television Film Producers to affiliate with the NARTB Code, Leslie T. Harris, vice-president and general manager of the film company, announced yesterday. The move is a pledge that CBS Film, which has conformed with the Code in the past, will now support the organization with funds and constructive suggestions.

Will Feature the Seal

Future productions of CBS Film Sales will carry a special seal indicating voluntary compliance with the NARTB Code provisions. The first series to be so identified will be "The Gray Ghost," currently being filmed in California.

Baum Appointed Chief

WASHINGTON, Oct. 7—Dr. Warren C. Baum was appointed chief of the network study office of the Federal Communications Commission. This office was created last week as a permanent part of the Commission, to assist it in implementing the network study report issued Thursday and in working on network problems. Dr. Baum was a member of the network study group.

Retail Sales Report

WASHINGTON, Oct. 7. — Retail sales of TV receivers in August increased substantially over the number sold in July, but declined slightly from the like eight-month period of 1956. Radio set sales increased over the July level and over the number sold in August of last year, the Electronic Industries Association has announced.

BIGGEST GROSSING ROCK 'N' ROLLER BECAUSE IT'S ATTRACTING THE ADULTS TOO!

The kids tell their parents – and parents tell each other that this one's the most – with Alan Freed himself and all the stars who first made the beat famous!

That's why it's playing to such **REMARKABLE BUSINESS** in top theatres to unusually big matinee and evening crowds.

For instance, in

SEATTLE – at the Coliseum

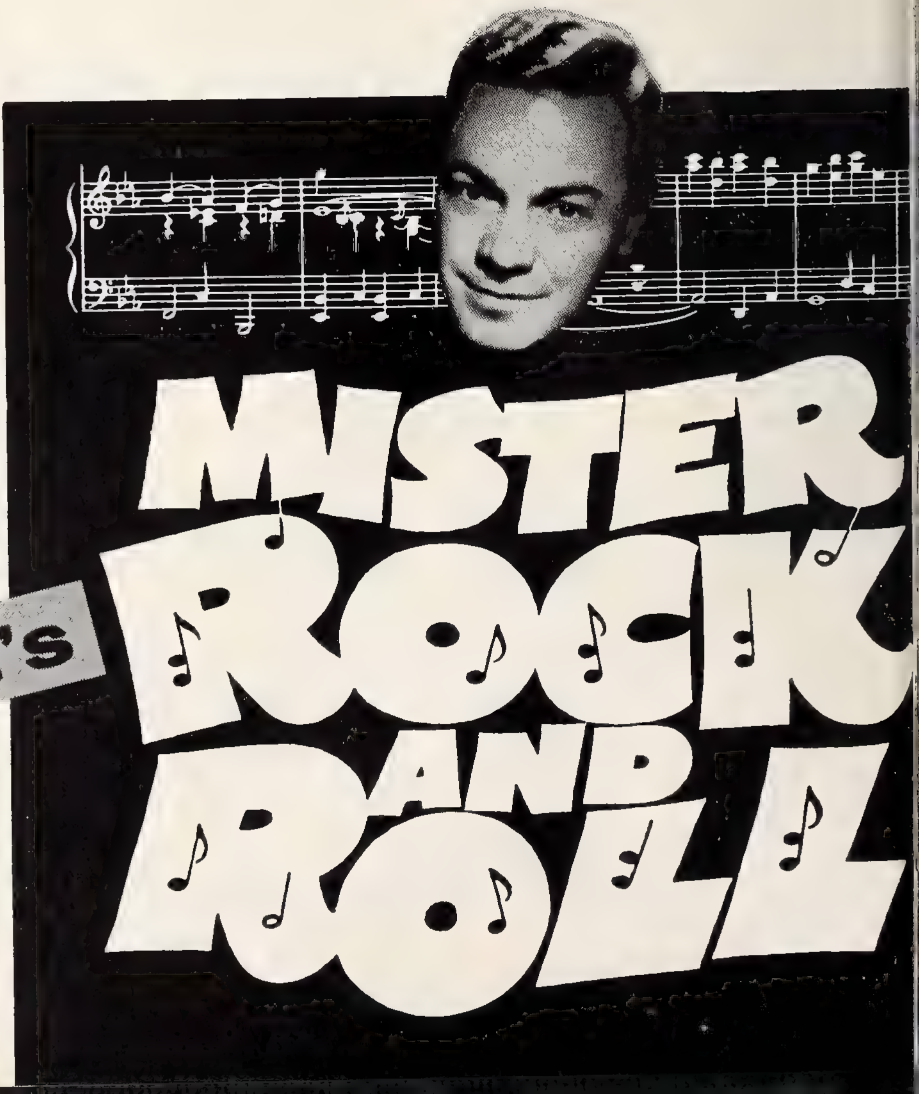
INDIANAPOLIS – at the Circle

DETROIT – at the Broadway Capitol

MEMPHIS – at the Strand

Rock your records with this all-family-trade by dating

Paramount's



"MISTER ROCK AND ROLL" starring **ALAN FREED** • co-starring Rocky Graziano • Teddy Randazzo • Lois O'Brien and Lionel Hampton and his Band • Frankie Lymon and The Teenagers • Chuck Berry La Vern Baker • Clyde McPhatter • Brook Benton • Little Richard Ferlin Husky • The Moonglows • Shaye Cogan • Produced by Ralph Serpe and Howard B. Kreitsek • Directed by Charles Dubin Written by James Blumgarten • A Paramount Release.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

L. 82, NO. 70 — NEW YORK, U.S.A., WEDNESDAY, OCTOBER 9, 1957 — TEN CENTS

ig-Screen System

ox Making rogress on idophor TV

lvances Demonstrated Theatre in Bronx

wentieth Century-Fox is pressing experiments with Eidophor, the -screen color television system t Spyros P. Skouras brought to this ntry from Switzerland shortly be- CinemaScope came in during 2. Skouras is seeking to perfect system so that it can be shown on CinemaScope screen.

rogress made to date was demon- ted yesterday at the Pilgrim Thea- in the Bronx, which the company s for its experiments on both the m CinemaScope film and Eido-

(*Continued on page* 6)

dophor System Is scribed to SMPTE

Special to THE DAILY

HILADELPHIA, Oct. 8.—Large en television was the subject of morning's session of the 82nd i-annual convention of the Soci- of Motion Picture and Television gineers being held at the Sheraton el here.

he Eidophor system was described G. W. Ellis and C. L. Ellis of the

(*Continued on page* 6)

GM Sales Heads Meet n Conciliation Start

iscussion of the industry concilia- system which is to become effec- Nov. 1 featured a three-day ting of M-G-M sales executives in isville, Ky., which followed the ld premiere of the company's intree County" there last week. harles M. Reagan, vice-president

(*Continued on page* 6)

Television Today Page 7

Charges Exhibitor Laxity in Promoting "Medium" Films

By WARREN HARRIS

Exhibitors were the object of some caustic remarks here yesterday when producer Joseph L. Mankiewicz held his first press conference since his return from filming "The Quiet American" on location in Saigon and Rome.

Joseph Mankiewicz

"The exhibitor is not living up to his share of the bargain," Mankiewicz said, adding that "the creators and distributors of films are sooner or later going to wake up to the fact that their pictures can be shown just as well in the living room as they can in a 2,000-seat barn. Exhibitors are no different today from those of 1928. They are still treating pictures as pre-sold commodities, plugging the multi-

(*Continued on page* 2)

Discuss New 5-Year Pact for Buddy Adler

Basic agreements on a new five-year contract for Buddy Adler as head of production for 20th Century-Fox are expected to be reached in discussions here between Adler and Spyros P. Skouras before the former returns to the Coast tomorrow.

Adler was signed to a two-year contract last year. Terms of the new five-year pact which would replace the present pact, reportedly involve a substantial increase in compensation and broadened executive authority.

George Muchnic in New M-G-M Studio Position

George Muchnic, who has been vice-president of Loew's International Corp., has been given an executive assignment at the Culver City studio by Joseph R. Vogel, president. For some months past, Muchnic has been dividing his time between the studio and New York on administrative assignments.

George Muchnic

The nature of the new post was not clear but

(*Continued on page* 2)

Sir David Griffiths Dies; Headed KRS

From THE DAILY Bureau

LONDON, Oct. 8.—Sir David Griffiths, O.B.E., president of the Kinematograph Renters Society, Ltd., died suddenly here today.

Sir David, born in Barry, Wales, in

(*Continued on page* 2)

Additional Delegates To Justice Meet Listed

New additions to the list of representatives who will attend tomorrow's meeting in Washington called by the Department of Justice to discuss possible production and distribution by divorced circuits were reported yesterday.

Universal-International will be represented by Charles J. Feldman, vice-president, and Adolph Schimel, vice-president and general counsel.

From Paramount Pictures, Louis

(*Continued on page* 6)

TOA Nominating Committee to Convene

The nominating committee of the Theatre Owners of America will meet in Miama Nov. 18 prior to the group's convention and submit its recommendations for new officers to the board of directors on the following day.

Members of the committee, appointed by Ernest Stellings, president, include Burton I. Jones, chairman; Albert Forman, Paul Kreuger, Albert M. Pickus, Henry G. Plitt, Samuel Rosen, and Mitchell Wolfson.

Policy Review

Allied Board Weighs Return To Militancy

Asked to Decide Stand on Arbitration, Compo

A review of Allied States' constructive, cooperative policy in effect since its Dallas convention last November will be undertaken by its board of directors at the annual meeting at Kiamesha Lake, N. Y., Oct. 26 and 27, immediately preceding Allied's annual convention at the same place.

The review will determine whether the cooperative policy "should be further adhered to or whether Allied should revert to the militant tactics which characterized it during the greater part of its career," according to the notice of the annual meeting sent to officers and directors by

(*Continued on page* 7)

Varied Agenda Set for Indiana Allied Meeting

Special to THE DAILY

INDIANAPOLIS, Oct. 8 — Cable theatres, toll television and other topics uppermost in the minds of most exhibitors today have been scheduled for discussion at the annual convention of Allied Theatre Owners of Indiana at the Marott Hotel here next Tuesday and Wednesday.

The convention will be preceded

(*Continued on page* 2)

TOA Meet Registrations 150% Over Previous Years

Registrations for the tenth anniversary convention of Theatre Owners of America in Miami November 20 through 22 are running 150 per cent over all previous attendance records, according to Mitchell Wolfson, honorary chairman of the convention.

Many registrants will have to be housed in hotels adjoining convention headquarters at the Americana Hotel, he said.

PERSONAL MENTION

DAVID O. SELZNICK will return to the Coast today from New York.

•

Elmer C. Rhoden, president of National Theatres, now visiting in New York from Los Angeles, will leave here today for Washington.

•

Leo F. Samuels, Buena Vista general sales manager, and **James O'Gara**, Eastern division manager, left New York yesterday for Canada.

•

Richard Carleton, sales vice-president of Trans-Lux Television Corp., has left New York for the key cities of Texas.

•

Bill Hendricks, Warner Brothers studio publicity director, will arrive in New York today from Hollywood.

•

Mike Todd became a grandfather for the second time yesterday when his daughter-in-law, **Mrs. Michael Todd**, Jr., gave birth here to a girl at Harkness Pavillion.

•

Owen McLean, 20th Century-Fox assistant casting director, has arrived in New York from Hollywood. He is en route to London, the Continent and Tel-Aviv.

•

Rouben Mamoulian, producer, will arrive in New York today from the Coast.

•

Richard Basehart and his wife, **Valentina Cortesa**, will leave New York for Europe today aboard the "Queen Elizabeth."

•

Alan Pakula, producer, will leave here tonight for the British Isles, Europe and North Africa.

New Muchnic Post

(Continued from page 1)

a Loew's official, in reply to a question, said it did not involve replacing any M-G-M studio executive. Muchnic, he said, has many capabilities and it was decided to use them where it was believed they would contribute the most to the company. Indications are his presence at the studio will relieve Vogel of the necessity of spending as much time there as he has been doing heretofore, permitting him to devote more attention to corporate matters in the East.

No replacement to Muchnic in Loew's International has been named.

Signing of contracts for the multiple-theatre opening of 20th Century-Fox's "No Down Payment" in theatres of the RKO circuit in the metropolitan New York area October 30 (Brooklyn's Albee gets it a week ahead) took place at the Fox home office this week. Seated left is Sol A. Schwartz, president of RKO Theatres; at right is Alex Harrison, general sales manager of Fox. Flanking the pair are Fox sales chiefs C. Glenn Norris (left), Central-Canadian division manager, and Martin Moskowitz, Eastern division manager.

Griffiths Dies

(Continued from page 1)

1895, was active in the industry in the United States in the early 1920's, having been associated with Fox Film Corp. and Famous Players. In 1926 he joined First National as its manager in Wales and was later successively manager of the London office, director of First National Film Distributors, Ltd., director of Warner Brothers, Ltd., chairman of Warner-First National Studios, and British representative of International Pictures of New York. He served two other terms as president of KRS: 1936-1939 and 1946-1949.

Sir David also had held office in the Royal Air Force Cinema Corp., Malta United Film Corp., Hospital Film Service, Ltd., Radiant (Colour) Laboratory, and Films Management. He was knighted with the Order of the British Empire in 1953.

The board of directors of the Motion Picture Export Association, upon learning here yesterday of the death in London of Sir David Griffiths, passed a resolution expressing its "deep shock at the untimely death" of the British official, and "on behalf of the directors and staff of MPEA in the United States, expresses profound regret in the loss it shares with the British film industry of a wise counselor, a courageous leader and a good friend."

"Sir David's place," the board went on to say, "can never be fully filled in the counsels of the industry or in the affections of all who were privileged to associate with him."

Downing Returns from Month's Trip Abroad

Russell V. Downing, president of Radio City Music Hall, returned to New York yesterday following a month's trip abroad during which he visited London and most of the Continental capitals with Mrs. Downing. The trip was solely a vacation one, he said, and he had no contact with film activities while abroad, except for shipboard showings of motion pictures, one of which was "Silk Stockings," a long term occupant of the Music Hall, which he had seen 16 times.

Downing reported theatre and cafe business at capacity in most of the European capitals he visited.

Varied Agenda

(Continued from page 1)

by a meeting of the ATOI board of directors on Monday night.

In addition to an open forum at which delegates may bring up any legitimate exhibition problem, the following subjects have been placed on the agenda: community and public relations of theatres, exploitation and advertising, new theatre equipment and future trends, projection techniques, theatre concessions, print quotas, booking problems and new theatre policies.

Convention sessions are being opened to all exhibitors, whether ATOI members or not. A dinner dance has been scheduled for Tuesday night and the annual convention banquet will be held Wednesday night. Also, special events for ladies have been planned.

Charges Laxity

(Continued from page 1)

million dollar epics and forgettin about the good, sometimes better medium budget pictures which nee the extra push the exhibitor can giv a film when he wants to."

Mankiewicz sees no boxoffice depression. "When are people going t realize that the peak post-war year they are always comparing presen day figures with were abnormally an artificially induced by the current of the times? People had time o their hands, money in their pockets and only the movies to go to. Competition is much keener today. Wha makes the exhibitor think that hi is a 365-day-a-year business? If h doesn't like some of the pictures he booking, let him close down a fev days a week or open his theatre t other types of attractions, like ballets, concerts or opera."

Blasts Misleading Advertising

Throughout the conference yesterday Mankiewicz emphasized a conviction that every film, regardless o budget, should receive individual attention, by producers, distributors an exhibitors. Particularly concerne about misleading advertising and publicity campaigns, Mankiewicz sai that "no angle should be so built u that it will repel one type of audience as much as it will attract another type. Cheating and exaggeration are not the right methods t build audience acceptance. And don forget, all the advertising in the worl won't do much good if the picture i bad to begin with."

On the subject of "The Quie American," the cost of which h estimated at $1,500,000, Mankiewic said that it was a picture produce "not according to formula." Unite Artists is releasing it.

"Maybe it won't make $10,000,00 but it's a good, solid picture whic will make a good, solid profit. I people in the picture business woul just get down to the problem o making good pictures, they wouldn have to worry about business depressions."

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Bartlesville C. of C. Welcomes Exhibitors

Special to THE DAILY

BARTLESVILLE, Okla., Oct. 8.—e local chamber of commerce has ended a special invitation to thea- exhibitors in the United States and nada to participate in the Tele- vie Fall Festival Week and the tional Salute to Telemovies which e place here the week of Oct. 21 ough 26.

The CofC invitation is in the form a letter to exhibitors and suggests t they "feel free to call on us for y assistance we can give you dur- your visit."

xciting Coast Bow or 'Raintree County'

From THE DAILY Bureau

HOLLYWOOD, Oct. 8 — A star- dded premiere, with many studio ecutives, civic and society leaders ning out, marked the opening to- ght of MGM's "Raintree County" Stanley Warner's Beverly. The eatre took a two-day breather from 11-month record run of "The Ten mmandments" to refurbish seats, oth equipment and install a new ' by 50' screen.

KTTV television cameras handled verage of the Wilshire Boulevard citement, with plenty of glamor rsonality interviews reaching pros- ctive ticket buyers.

elebrities to Attend odfrey' Bow Here

June Allyson, Richard Egan, Teresa right, Jane Powell, Ross Hunter will ad a group of show business per- nalities who will attend the lebrity world premiere" of Uni- rsal-International's "My Man God- y" at the Roxy Theatre here Fri- y night.

The event will be covered by news- ls and television cameras, and also lude a lobby radio-tape broadcast the "Luncheon at Sardi's" show, th Ray Heatherton interviewing Hollywood guests as they arrive.

ranco-American Deal till in Negotiation

The Motion Picture Export Asso- tion of America issued a state- ent yesterday saying that negotia- ns on the new Franco-American n agreement are continuing, and is hoped that a constructive ar- ngement may be worked out in the ar future."

Statements referring to details of concluded arrangement were cate- rically denied by the MPEA.

emphis Variety Elects

MEMPHIS, Oct. 8.—Thomas B. rk today was elected chief barker Memphis Variety. Edward Doherty as elected first assistant, Fordyce iser, second assistant; Howard icholson, property master; and Jo- ph Keifer, dough guy.

Todd Gives Big Party for '80 Days' Bow in Australia

By FRANK O'CONNELL

SYDNEY, Oct. 4 (By Air Mail)—The most spectacular movie premiere in Australia's colorful history signalled the opening last night of Mike Todd's "Around the World in 80 Days" at the Paris theatre here. The 915-seat house was packed with guests who paid from $11 to $112 a seat for a total, to be given to charity, of about $20,000.

The party which followed afterwards matched in lavishness and ingenuity the most spectacular given abroad by the ebullient showman, working here through the United Artists local office and the Hoyts Theatres publicity force.

Old Conveyances Featured

A crowd of thousands lined the street and Hyde Park opposite the Paris to watch special arrivals at the theatre. These included Sydney's oldest tram, a Cobb & Co. coach, a Governor's coach, a surrey, a landau, a dog cart, a hansom cab and a miniature Cinderella coach bearing Cinderella and her Prince. There was a stilt-walker, a penny-farthing bike rider and loads of New Australians in their colorful old country costumes.

Liveried and peruked footmen guided guests into the theatre foyer. After the screening, guests walked the few yards to the Empress Ballroom in Mark Foys, big department store. Inside the store, the path to the ballroom was lined by 'living statuary', beautiful girls and handsome youths in classic garb. The party itself was a gastronomic trip around the world.

Python—with Wine

National dishes of various nations were available, but the one that broke the most news space were the alleged Australian dishes: python steaks in red wine and witchetty grubs a la Alice Springs! Four pythons were caught, killed and cooked in wine, but very few guests were courageous enough to sample what the aborigines would have considered a mighty feast. From France, there were snails and frogs' legs, grilled gold fish from Israel, sweet and sour pork from China, sukyyaki from Japan, pumpkin pie from the U.S., potted shrimps from England, and so on. They were served at tables by representatives of the nations concerned and the floor made a colorful display of national costumes from Europe and Asia.

Kangaroo Tails, If Desired

The food served included: 500 lbs. of poultry, 150 dozen oysters, 100 lbs. of smoked salmon, 100 lbs. of leg ham, 80 lbs. of fish, four suckling pigs, 120 lbs. of fresh lobsters, 100 lbs. prawns, 100 dozen snails, 50 kangaroo tails, 50 dozen witchetty grubs, 350 bottles of champagne, 100 bottles of Scotch, caviar, foiegras and vast quantities of other eatables.

The party was broadcast and taped for television. Ernest Turnbull, managing director of Hoyts, spoke over the air and was interviewed for TV. Top Hoyts executives, headed by city theatre supervisor Jack O'Callaghan kept the details of the theatre side functioning smoothly. Everything was thought out down to the last detail—chocolates were served in different type boxes because Todd would not allow anything to be sold that was wrapped in cellophane—it might disturb and distract the patrons!

Heavy Press Coverage

The following morning the press was full of the story of the premiere and party, giving U.A. thousands of pounds worth of free publicity. "80 Days" opens its regular run tonight at advanced prices. CinemaScope was installed in the Paris and the screen, together with the stereophonic sound effects are among the most remarkable in Australia for clarity of image and fidelity of sound. While the picture is playing the Paris (for at least a year is U.A.'s hope) it will not show day and date on simultaneous suburban release as has been the practice with all big ones on the Hoyts circuit. New prices are: Week nights—Stall and Circle Lounge, 12s.6d. (approx. $1.75); front stalls, 7s 6d. Saturdays & Holidays—Stall and Circle Lounge, 15s. (approx. $2); front stalls 8s 6d. All matinees—stall and circle lounge 10s. (approx. $1.25); front stalls 6s. Half price for children.

Today's "Daily Telegraph" carries a special "80 Days" supplement which plugs the film heavily.

Frank Prendergast, 58

Frank L. Prendergast, former executive of Fox Theatres and the Fox Film Corporation, died Sunday at his home in Elmhurst, Queens, at the age of 58. In 1930 he became public relations director of Fox Theatres and when it was sold to the Skouras interests several years later, he became executive assistant to the vice-president of Fox Film. In 1938 he was appointed deputy collector of internal revenue in the third district of New York. Last year he was named to a post on the New York City Community Mental Health Board, in which he had been serving at his death.

Variety Night Set

BALTIMORE, Oct. 8.—Baltimore Variety Club, Tent No. 19, will feature "Our Variety Neighbors" night this Saturday, to which barkers have been invited from New York Tent No. 35, Philadelphia Tent No. 13, and Washington Tent 11. Freddie Sapperstein is host for the occasion.

. . . NEWS ROUNDUP

Sign 'Porgy' Contracts

The early production by Samuel Goldwyn of "Porgy and Bess" was assured yesterday when contracts were signed by Dorothy K. Heyward, Ira Gershwin, Lawrence Langner and Theresa Helburn for the Theatre Guild, trustees for the estate of Rose Gershwin, and DuBose Heyward, Jenifer Heyward and Goldwyn.

■

50 Markets for 'Prayer'

"A Minute of Prayer," the series of 365 filmed prayers, has been sold in more than fifty TV markets, it was reported yesterday by producer Lew Kerner. He flew here from Hollywood Monday for conferences at C & C TV Corp., distributor of the spiritual series.

■

Finalize 'Bridge' Bow

Final arrangements for the Waldemar Medical Research Foundation to sponsor the American premiere of the Rank Organization's "Across the Bridge" at the Sutton Theatre here later this month will be made today at a cocktail party at Sardi's Restaurant.

■

'Girls' Prints Shipped

MGM has dispatched from Hollywood 530 prints of "Les Girls" to exchanges, a near-record number for recent years.

DeMille Off This Week For Tour of Europe

From THE DAILY Bureau

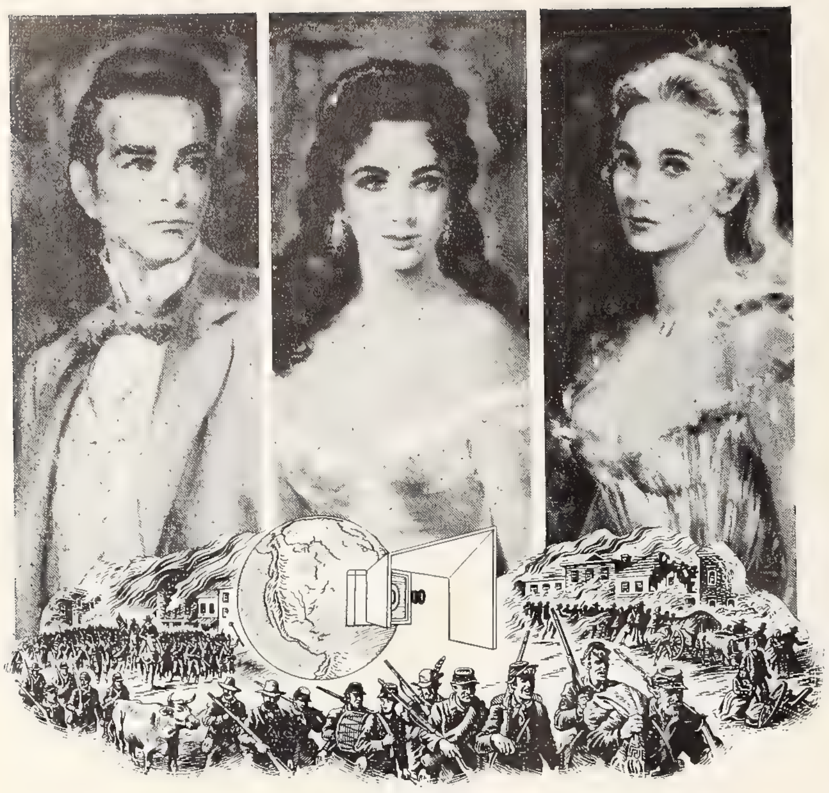
HOLLYWOOD, Oct. 8—Cecil B. DeMille, producer-director of "The Ten Commandments," will leave here late this week for an extensive tour of European capitals prior to the international release of the picture. He will visit Rome, Milan, Frankfurt, Berlin, Paris and London. He will be honored in each of the cities by leaders in many fields.

En route from Hollywood to New York, DeMille on Saturday will stop at Waco, Tex., where he will receive from Baylor University the honorary degree of Doctor of Laws.

Before flying to Europe, DeMille will spend the weekend in New York for conferences with Paramount executives on worldwide plans for release of the film, which will have its first internattional opening at the Fiamma Theatre in Rome on Oct. 21.

Astor Acquires 'Pity'

Astor Pictures Corporation has acquired a new Eros film called "Time Without Pity," for distribution here.



REPORT ON THE WORLD PREMIER OF M-G-M's "RAINTREE

THE EXHIBITOR'S REPORT

Dear M-G-M: Our heartfelt congratulations to you all. "RAINTREE COUNTY" sold out all performances first week and also big advance sale on future weeks at Brown Theatre. A major contender for Academy Awards and big in every standard. Entire town turned out for premiere festivities and was star-struck with excitement. Louisville still agog at wonderful premiere. Warmest personal regards.

D. Irving Long, President
4th Avenue Amusement Co.

★

THE CRITIC'S REPORT

Boyd Martin in the Louisville Courier-Journal says:

"'RAINTREE COUNTY' worth waiting for. Brought very close to you in new process Camera 65. Reveals a canvas of cyclorama proportions. While the Civil War provides the spectacular moments — the characters provide the real absorbing ones. Casting done with exceptional success. Outstanding are Elizabeth Taylor, Eva Marie Saint and Montgomery Clift. All three are sensitive performances and Miss Taylor particularly brilliant. Held my interest unflaggingly."

★

THE NEW YORK TIMES REPORT

On-the-scene-coverage by famed critic Bosley Crowther.

"LOUISVILLE, Ky., Oct. 2 — 'RAINTREE COUNTY' has festive debut. Movie based on Lockridge novel attracts 5,000 to Louisville ceremonies. Two days of assorted civic activities came to a climax here with a Kentucky-flavored world premiere. It is

(Continued)

(Continued)

a huge, spectacular drama in color. It runs for more than three hours. The selection of Louisville for the premiere was said to have been promoted by the fact that much of the film was shot on location in Danville, Ky., sixty-five miles from here."

★

THE TRADE PRESS REPORT

"Of major stature all the way. One of the biggest productions from M-G-M. Commensurate with the lavishness of the attraction is the roadshowing, which means, immediately, an aura of importance. Big-time picture-making." —*VARIETY*

"One of the small, select group of motion pictures to which the word 'great' may be properly applied. First mention must be made of the stars, Montgomery Clift, Elizabeth Taylor and Eva Marie Saint, each of top-ranking stature. A superb production." —*MOTION PICTURE HERALD*

"A picture of vast proportions. A drama of human conflict set against the background of Civil War, this M-G-M production sets a milestone." —*FILM DAILY*

"Easily M-G-M's most ambitious and important production in years. Sequences of outstanding interest, Civil War battle, capture of Atlanta, old-fashioned July Fourth celebration, mammoth political rally, all made memorable by the new process and color." —*MOTION PICTURE DAILY*

"Big colorful spectacle, highly dramatic and rich in production values with topnotch performances by the stars. Miss Taylor delivers the finest performance of her career." —BOXOFFICE

"A definite box office hit with appeal to women as well as men. Excellent." —*MOTION PICTURE EXHIBITOR*

"A vast undertaking with dramatic impact and narrative scope . . . a monumental production." —*INDEPENDENT FILM JOURNAL*

"An epic production on super scale . . . big and engrossing. The story pounds across with tremendous force. Three hours big, the biggest picture so far this year." —*THE HOLLYWOOD REPORTER*

★

NEXT

LOS ANGELES	—Stanley Warner Beverly Hills	—Just opened!
BOSTON	—Astor	—October 17th
CHICAGO	—McVickers	—October 23rd
WASHINGTON, D. C.	—Ontario	—October 29th

★

M-G-M presents in MGM Camera 65 • MONTGOMERY CLIFT • ELIZABETH TAYLOR • EVA MARIE SAINT in "RAINTREE COUNTY" co-starring NIGEL PATRICK • LEE MARVIN • with Rod Taylor • Agnes Moorehead Walter Abel • Jarma Lewis • Tom Drake • Screen Play by Millard Kaufman, Associate Producer • Based on the Novel by Ross Lockridge, Jr. • Music by Johnny Green • Print by Technicolor® • Directed by Edward Dmytryk • Produced by David Lewis

NEWS..

Spot . . . fast in

MOTION PICTURE DAILY

thus providing immediate coverage of the motion picture industry and related fields in reports "concise and to the point"—responsibly edited—written and typographically designed for fast, easy reading . . . with a staff photographer to add points of interest that only the camera can tell. Correspondents throughout the world.

Interpretive . . . comprehensive in

MOTION PICTURE HERALD

presenting the news as current history of the motion picture and its business, using a greater allotment of time to gather together all the facts pertinent to the ultimate meaning of events and opinion, in all of the interests of the American industry, at home and abroad.

•

QUIGLEY PUBLICATIONS

QP

In the service of the motion picture industry for more than 41 years

Eidophor TV

(Continued from page 1)

phor. The only 55mm propector in existence is located there, but the public is not admitted.

This demonstration was one in a continuing series of Eidophor, employing both the test studio which has been set up in the Park Sheraton Hotel and the Pilgrim Theatre.

It was watched by Buddy Adler, in charge of 20th-Fox production, and Frank H. Ricketson, Jr., vice-president of National Theatres, in addition to Skouras, Earl Sponable and other 20th-Fox executives and technicians. The program consisted of a half-hour telecast via coaxial cable of the Roxy Theatre stage show starting 11 A.M.

Officials Reticent

Those present at the demonstration and other company officials refused to comment afterwards. A general impression is that substantial progress has been made in approaching practical usage of Eidophor and that continued experimentation and technical refinements have been ordered.

Skouras contends that a big screen can outdraw a television receiver screen any time, and that new, varied types of programs can be provided for motion picture theatres by use of Eidophor. The programs can include opera, important news events and other types of entertainment, he said, thereby providing a novelty that will attract new audience types.

Eidophor–SMPTE

(Continued from page 1)

General Electric Company as being "capable of brightness comparable to film projectors." The principles involved in the operation of the system were discussed, as well as the methods which can be used to achieve almost completely automatic operation.

This afternoon the first instrumentation and high - speed photography session was held. Among the topics discussed were mobility in underwater cinematography, international high speed photography congresses, explosive studies with an ultra-high-speed reimaging camera, and characteristics of aquar correction lenses.

Bilingual Films Subject

"Industry Milestone" was the subject of tonight's session. Bilingual films and international television were discussed in detail. Included in the discussion were analyses of the U. S. Information Agency International Television Film Network, the North Atlantic Relay Communication System and language translation as applied to bilingual films.

Tomorrow morning's session will open with a discussion of color television. Circuit requirements for anamorphic television, producing a widescreen image at the receiver, will be one of the important new developments to be explained. In the afternoon, the second instrumentation and high-speed photography session will be held.

Capital Meet

(Continued from page 1)

Phillips, vice-president and genera counsel, and Leonard Kaufman, of th home office legal department, will at tend.

A. Montague, vice-president i charge of distribution, and Irving Mo ross, head of the legal department will represent Columbia Pictures.

TOA Officials to Attend

The Theatre Owners of Americ will be represented by the following John H. Stembler, Atlanta; A. Julia Brylawski and Milton Starr, Washing ton, D. C.; John B. Schuyler, Butler Wisc.; Albert M. Pickus, Stratford Conn.; Samuel Pinanski, Boston George G. Kerasotes, Springfield, Ill. Herman M. Levy, TOA general coun sel; Joseph G. Alterman, assistant sec retary; and Ernest G. Stellings, presi dent.

M-G-M Sales Heads

(Continued from page 1)

and general sales manager, who is member of the all-industry committe on arbitration and conciliation, con ducted the meeting, informing his ex ecutive aides and division manager of the conciliation provisions an the instruction of field forces on pro cedures for its functioning.

Division Managers Participate

Participating in the meetings, whic also covered general business mat ters, in addition to Reagan, were John P. Byrne and Robert Mochrie assistant sales managers; John Ma loney, Burtus Bishop, Jr., John Allen Lou Formata and Herman Ripps, di vision managers, and Hilly Cass Canadian sales manager.

'Tokyo' for Nov. 11

"Stopover Tokyo" will be release throughout the United States fo Veterans' Day, Nov. 11, 20th Cen tury-Fox has announced.

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Television Today

One Man's TViews

By Pinky Herman

THE General Electric Theatre, which goes into its fourth year over CBS-TV, will present off-beat stories. For instance, Fred Astaire ill make his TV debut in a non-dancing role in "Imp On A Cobweb eash." Tony Curtis will protray a bull-fighter and Jimmy Stewart will irect and star in "The Trail To Christmas," Dickens' Christmas Carol one as a Western. . . . Sam Schwartz, who turned in a brilliant perormance as "Nathan Detroit" in the road company of "Guys & Dolls," ill be seen next Tuesday on the "Phil Silvers CBShow." TV should se Sam's talents more often. . . . Bob Wilson's "Saturday Night News" ponsored by Savarin Coffee will go into its 8th year over WRCA-TV ext month. With Bob's free and easy manner, his intelligent news nalysis and behind the scenes savvy, the program is justly rated as ne of the best in the metropolitan (N.Y.) area. . . . Seems there's a reat deal of interest in Paula Stone's new musical comedy, "Rumple," volving a regular sked on TV. . . . While waiting for the FCC to kay the purchase of WAAT and WATV by NTA, Ray Nelson tells s that the Newark station's list of distinguished alumni include Frank inatra, Jackie Gleason, Vaughn deLeath, Dennis James and Sam Taub. . . Burnett Hershey, noted foreign correspondent and formerly script riter for Warner Bros., has been signed as head writer and script upervisor for the forthcoming "International Show," telefilm series arring Hildegarde which will be filmed in principal cities of the world. ce composer Harry Revel will be musical director of the series, which ill be directed by Frank Borzage. . . .

☆ ☆ ☆

A 19-hour telethon, the seventh annual "Celebrity Parade for Cereral Palsy" will be emceed by Dennis James and presented over WOR-V Sat., Oct. 19 nite right thru to 5:30 P.M. next day. Stars who have romised to perform include Polly Bergen, Connee Boswell, Jan Murray, . C. Jones, Tony Randall, Lanny Ross, Maggi McNellis, Barbara Briton, Rita Gam, Bess Myerson, Harry Hershfield, Ed Begley. . . . Aside Leo S. Maybe you could call it SHULLbusiness? Shull we forget the hole thing? . . . All Broadway should tune in tonite on Ralph Edwards' This Is Your Life" on NBC-TV which again originates in the East. tory is about a beloved Ziegfeld star. . . . Standard Oil's (N.J.) 75th nniversary TV Show, skedded for a 90-minute NBColorcast next unday will include a 13-minute tinted cartoon, "Energetically Yours," esigned by British Cartoonist Ronald Searle and produced by Transfilm. . . After five years with the Leeds Music firms as vice-president, Albert each has resigned. We don't know Al's plans but if he doesn't plan open his own firm we'd advise any top-ranking music or recording rm to sign him but mucho pronto. He's merely one of the most alented young music execs in the land. . . . Suzanne Storrs, the unnown from Salt Lake City, who copped the coveted femme lead in he Broadway smash "Romanoff and Juliet" was doing spot radio comnershills six months ago. . . . Formerly musical director at WMGM, oe Herron has been signed as musical director for the "Jimmy Dean" BSaturday TV songfests. A grand break for both. . . . Jack Benny nd Mary Livingstone have added another phase to their fabulous areers. Each has had articles accepted for early publication. Jack's to ppear in Parade Magazine and Mary's prose in Good Housekeeping.

---

ildegarde Arrives Here

Hildegarde is currently in New ork for 10 days for story conferences ith producer Joseph Steiner and a aff of writers on the "International how," a new TV series in which she ill star. In addition Hildegarde is et to appear on the Ed Sullivan show ct. 20.

Collier to Europe

William Collier, Jr., has left for Europe to join Bernard L. Schubert, where they will discuss a new "Counter Intelligence" TV series which will be filmed in London. Collier will be the executive producer on the series, to be distributed in the United States by Telestar Films, Inc.

Allied May Resume Militancy

(*Continued from page* 1)

Abram F. Myers, board chairman and general counsel.

The directors and officers are informed that Allied representatives who attended the sessions of the joint industry arbitration committee "have sought in every way possible to develop an arbitration system that would conform to the recommendations of the Senate Select Committee on Small Business.

"They now feel that they must make a full disclosure of the condition that has arisen to the board."

Allied's status with respect to readmission to COMPO membership, apparently still in an indecisive stage despite the fact that the Allied board at its last meeting in Pittsburgh designated Ben Marcus of Milwaukee its representative on the COMPO triumvirate, also will be placed before the board at the coming meeting.

The board will be asked to advise Allied's COMPO negotiating committee "whether to pursue the matter (readmission) any further."

Myers reports that while COMPO's communications on the subject continue in a conciliatory vein, there nevertheless have been advanced further questions for negotiation, and for approval by COMPO's governing body at its next meeting, no date for which has yet been set. He observes that neither Allied's negotiating committee nor its officers "are willing to close a deal with COMPO which would provide against none of the abuses which led Allied to resign from COMPO and would leave the association (Allied) eating humble pie."

Both the Allied board meeting and the convention will devote time to consideration of the plans thus far advanced for the business-building campaigns. It is planned to have a panel of experts at the convention session devoted to the subject.

PUBLIC HEARING STATE OF NEW YORK
MINIMUM WAGE DEPARTMENT OF LABOR

Pursuant to Section 656 of the Labor Law, the Amusement and Recreation Minimum Wage Board, prior to recommending minimum wage standards for the Amusement and Recreation Industry in New York State, will hold public hearings for interested parties in:

Rochester	Friday, October 25, 1957 at 10 A.M.	Rochester Chamber of Commerce Assembly Hall 55 St. Paul Street Rochester, New York
Albany	Friday, November 1, 1957 at 10 A.M.	Assembly Chamber — 3rd floor State Capitol Albany, New York
New York City	Friday, November 8, 1957 at 10 A.M.	Wendell L. Willkie Memorial Auditorium Freedom House 20 West 40th Street New York 18, New York

DEFINITIONS

1. Amusement and Recreation Industry. The "Amusement and Recreation Industry" is defined to include all establishments whose primary service is to provide amusement, entertainment, or recreation, including establishments which produce and distribute motion pictures and services allied to this, such as casting and rental of motion picture film or equipment.

The industry also includes owners, lessees, and concessionaires whose business is incidental thereto or in connection therewith, or a part thereof, and such services as are allied therewith.

The industry includes but is not limited to motion picture and other theaters, dance halls and studios, ballrooms, bowling alleys, billiard parlors, skating rinks, riding academies, race tracks, and stables, amusement parks and centers, penny arcades and other coin-operated amusement-device parlors, athletic fields, arenas, ball parks and stadiums, swimming pools, beaches, gymnasiums and slenderizing salons, golf courses, tennis courts, carnivals, circuses, boathouses, card clubs, and other similar establishments, as well as play-producing or other entertainment-producing companies, theatrical agents, ticket-brokers, and professional sports promoters. The industry also includes allied services operated in connection with amusement and recreation establishments, such as check rooms and parking lots.

The industry excludes (a) establishments engaged in the operation of radio and television broadcasting stations, and (b) non-profit organizations organized exclusively for religious, charitable, or educational purposes.

2. Employees. Women 21 years of age and over and all workers of either sex under the age of 21 years employed in the amusement and recreation industry.

(Pursuant to Section 663-a of Article 19 of the Labor Law all of the provisions of a minimum wage order apply also to males 21 years of age and over.)

PAUL R. HAYS, *Chairman*
Amusement and Recreation Minimum Wage Board

October 1, 1957

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. 82, NO. 71 NEW YORK, U.S.A., THURSDAY, OCTOBER 10, 1957 TEN CENTS

ITORIAL

lied's Policy

By Sherwin Kane

E Allied States annual board eeting at Kiamesha Lake, N. Y., ter this month, and possibly its al convention at the same place, be called upon to review the ization's constructive, coopera- policy adopted at its Dallas con- on last year, and decide whether ould be abandoned in favor of urn to Allied's traditional policy militancy."

is was set forth in a recent age to Allied directors and offi- from Abram Myers, board chair- issuing the call for the meeting. e only intimation the message of reasons for consideration of licy reversal at this time was apparent difficulties of reaching ment on an industry arbitration and dissatisfaction with progress rd the readmission of Allied to bership in COMPO. At least, no major dissatisfactions were ed out, as those were.

hus, it would appear that after ears of what Allied is pleased escribe as its "militant" policy, a single year of what it refers s a "cooperative" or "construc- policy, it has sufficiently ied of the good-boy role to make ideration of a departure from it jor item of business for its board perhaps its convention.

t, in the past year, while no r industry problems have been ved, it is true, remarkable prog- has been made in a number of tions, and efforts to improve the lition of exhibition and exhibi- listributor relations are continuing. dustry members who have been tened by Allied's policy of co- ation over the past year will re- hopeful that this rare but wel- e condition will continue.

hen the Allied board, or con- ion, makes the policy decision, s sincerely to be hoped that it give cooperation the fair trial eserves. The record of a quarter century of militancy has little to mmend it in the light of today's lems.

Para. to Start '58 with 32 Films, No Fixed Production Budget: Balaban

Paramount Pictures will start 1958 with 32 important pictures, many of them already completed or now in final production stages, Barney Balaban, president, told his sales staff here yesterday, following ten days of production meetings at the company's studios in Hollywood.

Barney Balaban

No fixed production budget has been set for the future, he added, "in order to leave ourselves free to accept projects as they develop."

In his report Balaban credited the company's strong production position to Y. Frank Freeman, vice-president and studio head, and to

(*Continued on page 6*)

Brandt in New Appeal For Loew's Proxies

Harry Brandt, as chairman of the Loew's Stockholders' Protective Committee, yesterday sent letters to all stockholders asking them to sign new proxies, "as the last signed proxy is the one that counts."

He points out that the many legal actions involving the stockholders' meeting should not deprive holders of the opportunity to vote.

"While Joseph Tomlinson, a share-

(*Continued on page 2*)

Del. Decision Reserved In Tomlinson vs. Loew's

Special to THE DAILY

DOVER, Del., Oct. 9—The Supreme Court of Delaware went into session in this capital city today for a special appeal against Loew's, Inc., its president, Joseph R. Vogel, and his faction of the directorate: William A. Parker, George L. Killion and John L. Sullivan. Judges Clar-

(*Continued on page 2*)

Wometco-Loew's Case Before Supreme Court

Special to THE DAILY

WASHINGTON, Oct. 9—Wometco Television and Theatre Co. had no right to intervene in the Loew's petition for a new Miami Beach theatre, and its appeal from the New York

(*Continued on page 6*)

Cite Advantages of New York As 'The New Film Capital'

By FLOYD STONE

Hi and Mende Brown, who make pictures for RKO and hope to for others, and who call their company Galahad Productions, escorted trade writers yesterday at noon through their Production Center on West 26th Street, and pointed out its size, its aspirations, and its advantages. They then took the men to luncheon at Guffantis, and expatiated on New York as the new film capital.

From the drum beats, these facts and claims seemed to emerge.

New York has the actors. They may not be names, but they're from television and the theatre; they're new, and natural. And they can work in an afternoon on the set, and in the evening at the theatre. Anyway Hollywood stars also like New York best.

New York has the theatre, and

(*Continued on page 6*)

All-Industry Affair

60 to Attend D of J Meet on Circuits Today

Hansen Will Preside; Two Decline Invitation

From THE DAILY Bureau

WASHINGTON, Oct. 9.—The Department of Justice expects some 60 industry representatives to attend its conference tomorrow on the question of divorced theatre circuits entering production and distribution.

Anti-trust Division chief Victor Hansen will preside at the meeting, assisted by Maurice Silverman and other members of the division. The Justice Department reported today that only two of its invitations were turned down, but that other organizations not on the original invitation list asked to be present at the conference and were invited. All segments of the industry will be represented—

(*Continued on page 6*)

Eidophor Seen Having Advantage in Costs

By JAMES D. IVERS

Eidophor, the 20th Century-Fox large screen television process, when it is offered for general theatre use, will have an enormous advantage in cost over present theatre television systems. This became evident after a test of the equipment Tuesday morning in which a show was transmitted from a studio set up in the

(*Continued on page 7*)

Television Today Page 7

TERESA WRIGHT · CAMERON MITCHELL
ESCAPADE in JAPAN
AN RKO RADIO PICTURE
A UNIVERSAL-INTERNATIONAL RELEASE
FILMED IN TECHNIRAMA. TECHNICOLOR®
ADVERTISED IN THE OCTOBER ISSUE OF
Redbook®
Over 7,000,000 Primary Readers
THE MAGAZINE FOR YOUNG ADULTS

PERSONAL MENTION

D. J. GOODLATTE, managing director of Associated British Cinemas, Ltd., has arrived in New York from London for Warner Bros. home office conferences.

•

LOUIS PHILLIPS, Paramount Pictures vice-president and general counsel, and LEONARD KAUFMAN, home office attorney, are in Washington today from New York.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, is in Chicago from New York.

•

SAM GALANTY, Columbia Pictures Mid-East division manager, will come to New York today from Washington.

•

LOUIS A. NOVINS, president of International Telemeter Corp., and CARL LESERMAN, member of the board, will leave New York tomorrow for Hollywood.

•

FAYETTE W. ALLPORT, European manager of Motion Picture Association of America, will return to London by plane today from New York.

•

IRWIN ALLEN, producer - director, returned to Hollywood last night from New York.

•

STEWART GRANGER left New York for London yesterday via B.O.A.C.

•

NICHOLAS NAYFACK, producer, will return to the Coast tomorrow from New York.

•

DINO DE LAURENTIIS and FEDERICO FELLINI, Italian producer and director, respectively, will arrive in New York by plane on Saturday from Rome.

Pact Signed for Filming Of 'Porgy and Bess'

HOLLYWOOD, Oct. 9 — Contracts were signed today for the filming of Samuel Goldwyn's production of "Porgy and Bess," George Gershwin-DuBose Heyward musical, completing negotiations which began last May.

Signatures include Dorothy K. Heyward, Ira Gershwin, Lawrence Langner and Theresa Helburn for the Theatre Guild, trustees for the estates of Rose Gershwin and DuBose Heyward, Jennifer Heyward and Goldwyn.

Upcoming Releases Look Good: Perakos

Special to THE DAILY

HARTFORD, Oct. 9.—Upcoming Hollywood releases are forerunners of some of the industry's best foot-forward production trends, Sperie Perakos, general manager of the Perakos Theatre Associates, told the circuit's annual managers meeting at a luncheon session today.

"From even a casual perusal of what's ahead in the way of product," he added, "I think we've got to have tremendous confidence in our medium. We're all loyal to the motion picture, certainly, but these production charts are encouragement indeed that late 1957 and early 1958 will provide us with the proper ammunition to hit that elusive element called the potential audience."

Rank to Distribute Queen Elizabeth Short

An interesting short subject on Queen Elizabeth is to be distributed by Rank Film Distributors of America, Inc., on or about October 16, to coincide with her arrival in the United States.

Entitled "Queen Elizabeth II," it was produced by Castleton Knight and narrated by Robert Beatty and pictures Her Majesty in various phases of both her public and private life. It shows, as the narration says, that she is not only respected as a queen, but also loved as a person. The short advantageously avoids excessive flag-waving and as such is good support for a British feature here in general situations.

As a matter of fact, Irving Sochin, general sales manager of RFDA, has announced that it will be released along with Rank's "Pursuit of the Graf Spee," which will have its American premiere in New Orleans October 16 as part of a 200-theatre territorial saturation in 11 states.

Johnston to Coast Sat. For Meeting on Asia

From THE DAILY Bureau

WASHINGTON, Oct. 9. — Eric Johnston, president of the Motion Picture Association of America, will leave here Saturday to attend a three-day conference in San Francisco on ways of stimulating American investment in Asia.

From there, Johnston will go to Los Angeles for the kick-off Golden Jubilee luncheon on Oct. 17. He will return to Washington Oct. 20, when he is giving a dinner in honor of Ichiro Kono, chairman of the Japanese Economic Planning Board, and Masarchi Nagata, president of the Daiei Motion Picture Company of Tokyo.

Brandt in Plea

(*Continued from page 1*)

holder, has every right to seek a court determination of the various complaints which he has filed, it is my opinion that his real purpose has been to prevent and delay, as long as possible, a vote by the stockholders on the issues involved," Brandt wrote.

"Now I learn from the newspapers that Tomlinson, two months after the special meeting of shareholders was called, has decided to submit a slate of directors for consideration by the shareholders at this special meeting. It is my sincere hope that the matter of the selection of directors can now be made by the shareholders (the true owners of the corporation) without further delay."

Brandt reviews the highlights of the recent litigation and says "one of the most significant things that has happened in the present situation at Loew's has been the wholehearted support of his administration expressed by so many leaders in all phases of the motion picture industry."

Delaware Decision

(*Continued from page 1*)

ence A. Southerland, Daniel F. Wolcott and Howard W. Bramhall sat at the hearing which lasted about two hours. Louis Nizer appeared on behalf of Vogel, with Klair Killoran appearing for the intervening stockholders, while Arthur Logan appeared on behalf of Joseph R. Tomlinson in his appeal to have Vogel proxies declared invalid for use at the stockholders meeting scheduled for Oct. 15.

The judges reserved decision.

Chancellor Collins J. Seitz had ruled Sept. 19 that the Vogel proxies could not be used for the purpose of removing Tomlinson and Stanley Meyer from the board, but refused either to bar the use of the proxies for other purposes cited in the call for the meeting or to grant another postponement.

Another action will take place in Washington tomorrow with Tomlinson, a Loew's director, seeking to prevent the use of proxies by Vogel at the Oct. 15 stockholders meeting. The case was originally slated to be heard in the U.S. District Court here. Due to the pressure of business however U. S. Circuit Judge John Biggs, Jr., assigned it to be heard by Judge William H. Kirkpatrick of Philadelphia.

Since Judge Kirkpatrick is vacationing in Annapolis, it was decided that the interested parties would come to Washington where the case will be heard at 11 A.M., in Room 19, Federal Court House.

Todd to Invite 1,000 of General Public to Party

**Along with his thousands
"chums" who will attend his bla
tie "Around The World" birthday
Madison Square Garden next Thu
day, Oct. 17, Mike Todd decid
yesterday to invite 1,000 members
the general public.**

**"It was the beautiful public wh
made our show the success it is a
I'd like to show my appreciation
having a few folks join us for t
fun and games," he said. Todd w
bring a couple from each of the
American and Canadian cities whe
"Around The World in 80 Days"
playing with all expenses paid.**

Tomlinson to 'Holders Revoke Vogel Proxies,

Proxy statements requesting
stockholders of Loew's, Inc., to sig
revocations of all proxies previous
signed for use of Joseph R. Vog
and his supporters were sent o
Tuesday by Joseph Tomlinson.

Tomlinson does not submit a li
of nominees for the board vacancie
If he could secure a majority of th
5,336,777 votes, he could thus pr
vent any action at the October 1
session. Chances for this are regarde
as slim, because Irving Greenfiel
company secretary, announced at th
recent postponement session that
majority of holders was represente
there.

Claims 'Control' Is Sought

In a statement to stockholders a
companying the usual proxy form re
quired by the Securities and E
change Commission, Tomlinson write
that the Vogel forces have been con
ducting an "extensive campaign i
the press for the purpose of con
vincing the stockholders they can onl
save the company by mailing i
proxies which permit Vogel to ele
a new board of his own choosing an
in this way take complete control.

Tomlinson states that he does n
consider this meeting in the be
interests of the company, and add
that "the proposal to pack the boar
by the addition of six directorshi
cannot be justified on any basis.
The additional members would co
$60,000 a year, he writes. He refe
to the recent decision by Chancell
Collins J. Seitz of Delaware barrin
any vote on the removal of himse
and Stanley Meyer as "most sign
ficant."

He states that he will bear a
costs in connection with the solicita
tion of revocation of proxies and wi
ask for contributions. He estimate
the amount to be spent at $15,000.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincer Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

Film Sales to TV Draws CEA Fire

From THE DAILY Bureau

LONDON, Oct. 9.—The Cinematogph Exhibitors' Association general cncil today threatened to take drasti action against Sir Michael Balcon's Eling Films in the event that the latt implements a proposed deal to lse 90 films made prior to 1945 to cnmercial television. The Ealing pposal would be the first major deal o its sort between British producers al TV.

Exhibitors feel that the deal would "ben the floodgates" for other prodcers to do likewise and "place in gat peril" the whole exhibition busiss here. Angry general council deleges forcefully demanded today enfcement of a 1954 resolution bindir exhibitors to boycott completely ly producer-distributor trading wh TV." The resolution has lain ictive of late but still stands on the aociation's books.

Revenue Called Vital

CEA president George Singleton hs already discussed the matter with Elcon and Reginald Baker, Ealing's cairman of the board. The latter told Sngleton that "things are exceedingly dficult" and it is "our duty to seek ct all available sources of revenue."

A CEA decision has been withheld pnding further talks among Singleth, Balcon and Baker.

IPEA Averts Colombian love to Inflate Funds

An attempt by the Colombian Nanal Bank to cancel agreements for te remittance of American funds at te rate of 2.5 pesos to the dollar ad to substitute a new agreement hich would call for remittance at te inflated rate of 5.9 pesos to the dllar, has successfully been averted y the Motion Picture Export Asciation, a spokesman for the MPEA id here yesterday.

Negotiations initiated by MPEA esident Eric Johnston with the olombian Embassy were instrumenl in reversing the decision before was officially announced, thus enbling American companies to take ut 60 per cent of their remittances ow and the balance in equal installents over a period of 30 months.

Chile Problem Discussed

At the MPEA board meeting held ere Tuesday, problems in Chile, Inonesia and Peru were also disussed. Chile's 12 per cent sales tax, hich, up to now has been absorbed y distributors, will be passed on to xhibitors effective Jan. 1. This acon was taken in light of a clause the tax law which provides for he payment of the tax by the cusomer. The Peruvian film board's equest for an increase in annual lues was denied. Wage increases for he employees of American film exhanges in Indonesia were approved by the local film board.

Para. Theatre to Get Patrons In Mood for 'Scorpion'

What looks like a horror show to top all previous horror shows, Warner's "The Black Scorpion", will open at the Paramount Theatre tomorrow at 9:30 A.M. along with a "Madhouse of Mystery" stage show. The picture comes not far behind "The Curse of Frankenstein," which was a horrific hit at the theatre.

The four-times-daily stage program accompanying "Scorpion" will include midnight shows tomorrow and Saturday. To get the audience into a jumpy mood an electronic instrument has been installed in the Paramount lobby to make patrons' hair stand on end. A fright-wigged electrical scholar will attend the machine.

SMPTE 82nd Meeting Ends at Philadelphia

Special to THE DAILY

PHILADELPHIA, Oct. 9.—Final sessions of the 82nd semi-annual convention of the Society of Motion Picture and Television Engineers were held here today at the Sheraton Hotel.

A discussion of anamorphic TV circuit requirements was a highlight of this morning's color television session. Madison Cawein, of Grimson Color, Inc., showed how a wide-screen image could be produced at the TV receiver through an anamorphic squeeze and unsqueeze process. The SMPTE Screen Brightness Committee also met this morning.

In the afternoon the second instrumentation and high-speed photography session was held. It included discussions of high-resolution exposure control, an optical tracking system for Nike radar, time-lapse cinematography and related arts, high-speed photography, and photographic instrumentation as a systems concept.

C. R. Guthrie Dies; Was Video Executive

Special to THE DAILY

OKLAHOMA CITY, Oct. 9.—C. R. Guthrie, secretary-treasurer of Video Independent Theatres, died at Amarillo, Texas, early today.

Guthrie, 45, flew to Hobbs, N. M., earlier in the week on a business trip with Henry S. Griffing, Video president, and Larry Boggs, another company executive. On the return trip, bad weather forced a stop at Amarillo. Guthrie became ill and had an emergency appendectomy Tuesday at Northwest Texas Hospital.

He was one of the founders of Video in 1949, serving as secretary-treasurer since then. He was formerly on the board of governors, Tent 22, Variety Club, Oklahoma City. Survivors include his wife, Wanda, and daughter, Charlene, a student at University of Oklahoma. Funeral services are pending.

Rembusch Files Counter Suit Against Paramount

Special to THE DAILY

FRANKLIN, Ind., Oct. 9. — Trueman T. Rembusch has filed a counter suit for $36,000 against Paramount in the U. S. District Court at Indianapolis on the ground that Paramount's refusal to extend the run of "The Ten Commandments" damaged the goodwill of the Crest Theatre and was a violation of the contract.

Paramount already has a suit pending against Rembusch in which it claims that his pay-as-much-as-you-wish policy failed to make the sale contract "reasonably profitable to the parties." At the end of two weeks Paramount secured an injunction against further showings of the film and the print was returned to the Indianapolis exchange.

Charges Price-Fixing

Rembusch, in his counter claim, insists that the assumption that the contract required that the run be "reasonably profitable" would be an indirect and illegal fixing of admission prices. The contract was for a two-week run at 70 per cent for the first week and 60 per cent for the second week, with later weeks to be subject to negotiation.

When Rembusch asked for negotiations for continuance of the run, Paramount notified him there would be no extension.

Rembusch Against Only Pay TV By Air Waves

Special to THE DAILY

FORT WAYNE, Ind., Oct. 9.—The exhibitors' committee against paid television is not against charges for programs that come in over wires, but is opposed to use of air waves for pay television, Trueman T. Rembusch, co-chairman of the committee, told the Indiana Federation of Women's Clubs at their meeting here.

Pay television by wire dosn't take anything away from free television, he pointed out, but if the air waves are used the time available for free programs is cut down and the proponents of paid TV have admitted that 15 per cent of the air time they seek would be used during the evening hours.

Sees Investment Destroyed

"If you hadn't bought, leased or rented one of the slot machine gadgets from Zenith, Telemeter, or Skiatron," he declared, "the picture on your television would be scrambled. The investment that you made in a television set would be destroyed for the set would be useless to you without the coin collecting gimmick."

George L. David Dies

ROCHESTER, Oct. 9.—George L. David, 71, for more than 45 years the motion picture and dramatic critic on the "Democrat & Chronicle" here, is dead following a long illness. He is survived by his wife, two daughters, four sisters and five grandchildren.

. . . NEWS ROUNDUP

Shriners Honor Jack Warner

Jack L. Warner, president of Warner Brothers, was honored as the outstanding Shriner of the film industry by the Westwood (Cal.) Shrine Club at a dinner held last night at the Beverly Hilton Hotel, Hollywood.

■

Mielziner Sues on 'King' Sets

Twentieth Century-Fox Film Corp., Richard Rodgers and Oscar Hammerstein II were named here yesterday as defendants in a $750,000 New York Supreme Court suit filed by theatrical production designer Jo Mielziner, who claims the defendants individually and doing business as Maritime Pictures, Inc., illegally appropriated his stage designs for the film version of "The King and I."

■

Clinton Film to Allied Artists

Negotiations have been completed between Allied Artists and Clinton Pictures for the distribution of the latter's feature, "Little Rascals Variety Show."

■

'Johnny Trouble' in Brooklyn

Warner Brothers' "Johnny Trouble" will open its first engagement in the New York metropolitan area tomorrow at the Brooklyn Fox Theatre. The Clarion Production stars Ethel Barrymore.

■

Adler Buys Hutchinson Novel

"March the Ninth," an as-yet-unpublished novel of R. C. Hutchinson, British author, has been purchased by Buddy Adler for 20th Century-Fox production. Filming will be done on location in Trieste and Jugoslavia, the setting of the story.

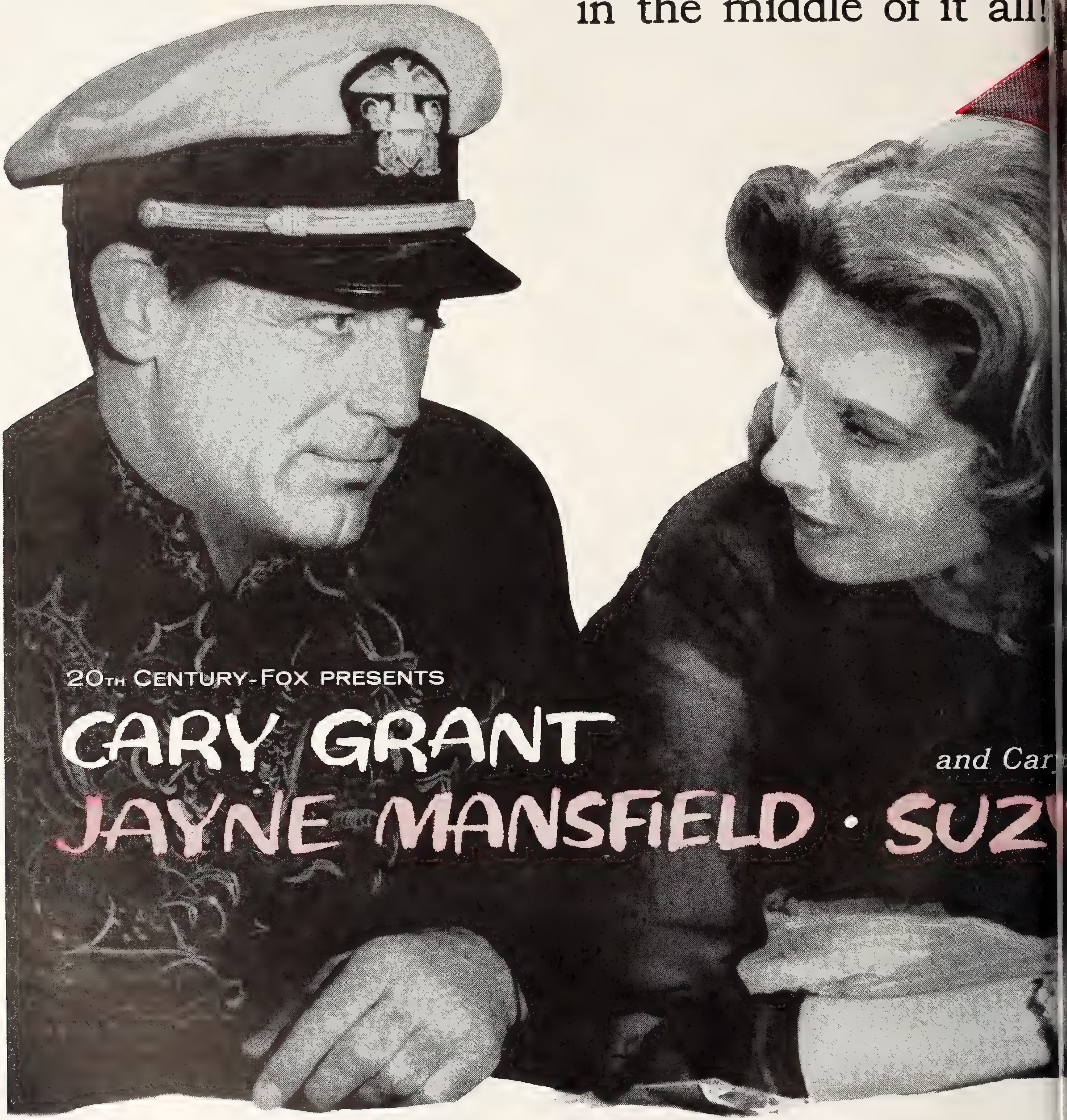
Plan Four Records Of 'Raintree' Score

From THE DAILY Bureau

HOLLYWOOD, Oct. 9.—RCA Victor Records and M-G-M Studios today jointly announced plans for a quadruple release of the sound track music from M-G-M's "Raintree County." Included will be a multiple set, de luxe long playing album of the motion picture score composed and conducted by Johnny Green.

A long-play version of highlights from the score, an extended-play edition adapted from the highlights and the first sound track, pre-recorded stereophonic tape release also are scheduled by RCA Victor to complete the four-fold schedule.

This is the story of a four-day leave...
the guy who took it...the girls who shared it
...and the wonderful love that happened
in the middle of it all!



20TH CENTURY-FOX PRESENTS

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and Car

JAYNE MANSFIELD · SUZ

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PRODUCED BY
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DIRECTED BY
STANLEY DONEN

In 20th's romantic tradition of "An Affair to Remember", "Love Is a Many-Splendored Thing", "Three Coins in the Fountain"...

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PARKER

KISS THEM FOR ME

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· W KLEMPERER · JACK MULLANEY

SCREENPLAY BY

E JULIUS EPSTEIN

DATE NOW FOR THE HOLIDAY SEASON!

REVIEW:

The Invisible Boy

M G M

Robbie the Robot, with awesome powers, but a gentle heart beneath his indestructible exterior, made his first appearance in "The Forbidden Planet" and was a statistically provable box office success as well as a handy exploitation gadget. Nicholas Nayfack, producer of "Planet," here uses Robbie again as deus ex machina in a second serious science-fiction story. "The Invisible Boy" will appeal to and satisfy the avid science fiction fan even if somewhat beyond the ordinary dabbler in that field. Its basic theme is that the electronic "brain" gradually assumes a life of its own—and an evil life at that, its sole object being the domination of the universe by itself and the machines it will control.

Nayfack and Herman Hoffman, the director, heighten the effect of realism by superimposing the menace of the machine on a background of ordinary family life. In this case Philip Abbott, as the scientist who built the computer, does not realize the monster he has brought to life until it slyly instructs his young son, Richard Eyer, how to activate Robbie, a robot project cast aside in the scientist's laboratory.

This done, the machine gains control of Robbie, has him kidnap the boy and gain control of a rocket satellite about to be launched by the Army. At the last minute Robbie shows he has a heart of gold, among his more mechanical attributes, rebels against the machine's control and helps Abbott outwit the machine.

The picture is a worthy entry in its field and paves the way for a long and profitable stardom for Robbie.

Running time, 99 minutes. General classification. Release date, Oct. 18.

JAMES D. IVERS

Cite Advantages

(*Continued from page* 1)

hence the life. It has the publishers, the authors, the playwrights, the culture.

It has the scripts, the scenic designers, and the printing laboratories, best cameramen.

New York business eagerly cooperates. So does officialdom. Never have the Browns found, at the studio and certainly on the street where many times they draw crowds and stop traffic, any "payoff" to police.

New York labor unions have become "intelligent." The Browns claim they can use a crew of 25 for work for which in Hollywood a studio is forced to use 50, or 60.

They make pictures for $300,000 or so which in Hollywood would cost $500,000 or more. They have no overhead to speak of, and they offer technical excellence, they claim, without Hollywood luxury.

They have made four for RKO and expect, under a presently unlimited commitment, to make four per year. They just completed "That Night," which opens soon at the 55th Street Playhouse, and "The Violators."

Claims They're 'Honest' Films

They make "honest" pictures, they assert, and such pictures are bound to score. They point out that the consistent money makers in exhibition currently are the "art houses," although they disclaim aiming at them. They say they don't know what the "formula" is, but they have a feeling fresh actors, on-the-spot filming and recording (rather than tape), unpadded scripts, and truthful presentation of the pains and pleasures of life are what people really want.

Probably 12 pictures were made in New York last year, and that is a record, and is encouraging more to come here, they said. Their own studio can handle six features plus three television series, and they are tearing down more walls.

Their studio, at Number 221, was from 1912 through 1921 the Famous Players Lasky studio, and only later a loft building, and they feel they are returning it to its former eminence.

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NEW YORK 630 Ninth Avenue

60 to Attend D of J Meet

(*Continued from page* 1)

exhibition, production and distribution.

Each organization or company invited is sending several representatives, the Justice Department said. Although no list of individual conferees has been released by the Department, the following representatives have been announced by their respective companies and organizations:

Top Companies Represented

Benjamin Melniker, vice-president and general counsel, and Robert H. O'Brien, financial vice - president, Loew's-M-G-M; Louis Phillips, vice-president and general counsel, and Leonard Kaufman, of the home office legal department, Paramount; Spyros P. Skouras, president, and Otto Koegel, general counsel, 20th Century-Fox; A. Montague, vice-president in charge of distribution, and Irving Moross, head of the legal department, Columbia; Charles J. Feldman, vice-president in charge of sales, and Adolph Schimel, vice-president and general counsel, Universal International; R. D. Perkins, secretary and general counsel, and Howard Levinson, of the legal department, Warner Brothers.

Also, Sol A. Schwartz, president; William F. Whitman, secretary and general counsel, and Ed Raftery, of the law firm of O'Brien, Driscoll & Raftery, special counsel, RKO Theatres; Leopold Friedman, president, and Archie Weltman, secretary and general counsel, Loew's Theatres; Elmer C. Rhoden, president, National Theatres; Sidney Markley, vice-president, American Broadcasting-Paramount Theatres; Samuel Rosen, executive vice-president; Nathaniel Lapkin, first vice-president; Harry M. Kalmine, vice-president and general manager, and Stuart H. Aarons, of the legal department, Stanley Warner.

Association Officials to Attend

Also, president Ernest G. Stellings, general counsel Herman M. Levy, assistant secretary, Joseph G. Alterman, John H. Stembler, A. Julian Brylawski, Milton Starr, John B. Schuyler, Albert M. Pickus, and Samuel Pinanski, Theatre Owners of America; Julius Gordon, president, and Abram F. Myers, general counsel, Allied States Association; Harry Brandt, president, and Morton Sunshine, executive director, Independent Theatre Owners Association of New York; Harry C. Arthur, Jr., board chairman, and James H. Arthur, counsel, Southern California Theatre Owners Association.

United Artists will not be represented at the meeting.

Para. to Start

(*Continued from page* 1)

other "top-flight" producers. Freeman, he said, has now returned to his desk on a full working schedule.

The producers cited included Cecil B. DeMille, Hal Wallis, Don Hartman, Perlberg-Seaton, Panama-Frank, Shavelson-Rose, Alfred Hitchcock, and others.

Balaban said that Paramount "has never in its history had so many quality pictures finished, in production, or ready to go before the cameras." In addition, the company head declared, "we are ready to move aggressively and quickly to deliver to the box office every type of product indicating profit potential. To implement this, we will fully explore production ideas designed to draw the largest attendance. Our studio will not let anyone walk out its doors who has a production project of box office worth."

Pictures Itemized

The 32 pictures enumerated by Balaban include 18 already completed. These are "Hot Spell," "Spanish Affair," "Teacher's Pet," "Wild Is the Wind," "Desire under the Elms," "The Matchmaker," "Houseboat," "From among the Dead," "The Buccaneer," "St. Louis Blues," "Maracaibo," "Rock-a-Bye My Baby," "Comanchero," an untitled Elvis Presley film, "The Space Children," "High Hell," "Another Time, Another Place," and "Country Jamboree." Among others to go befo the cameras are "The Transfer," "T Five Pennies," "The Jayhawker two from Perlberg-Seaton yet to selected, "The Hangman," thr Wall's productions, including o with Jerry Lewis; another film to st Jerry Lewis; a Hitchcock producti with Cary Grant; two more fro William Alland; and a film to st Sophia Loren. All these pictures w be produced in VistaVision, Balab said.

Wometco Sui

(*Continued from page* 1)

statutory court denial should be missed, the Justice Department a Loew's today told the Supreme Cou

Wometco unsuccessfully oppo the request of a Loew's subsidia Miami Beach Theatre Corp., to 'quire a new theatre in northe Miami Beach, an acquisition not jected to by the government, wh held that competition would not unduly restrained in violation of Loew's consent decree.

The New York court refused permit direct intervention Wometco, but did permit it to pear as a "friend of the court" a argue its case.

Sees Independents Ignored

Wometco, appealing directly to Supreme Court, argued that it w prevented from showing that co petition would be restrained by p ference being given to the new th tre by Loew's. Furthermore, pointed out, the government fail to give proper consideration to dependent exhibitor opposition fore deciding to go along with acquisition request.

But the Justice Department a the Miami Theatre Co., in opposi the appeal, claimed that Womet had no right under the law to int vene, and cited a number of previo refusals by the Supreme Court overturn lower court refusals to p mit private parties to intervene the Paramount case.

Point to 'Substantial Evidence'

Furthermore, they stated, the was "substantial evidence" to supp the court decision granting Loew permission to acquire the theatre.

This evidence "shows that co petition would benefit, rather th lose, by the granting of the applic tion." Miami Beach Theatre Co. d clared. "The record shows that t new theatre company (of which would be a part) has a negligib position in the exhibition field Florida, and that the Miami area dominated by two large circuits, o of which is Wometco."

Alleges Decree Violation

In addition, it was pointed o Loew's would be in contempt of t provisions of its consent decree w the government should it give pref ence to the new theatre over its co petitors, as Wometco charged would do.

Television Today

Who's Where

eorge C. Castleman has been
ed a vice-president of Peters,
in, Woodward, Inc., following a
ting of the firm's board of direc-
in New York. Castleman con-
es as television new business de-
pment manager.

□

alph J. Baron has been named
stant Eastern division manager of
vision Programs of America, Inc.
on, who will report to **Hardie**
berg, vice-president for the East-
Division, will headquarter in Bal-
re.

□

ndrew L. Gold has joined Vidi-
Pictures Corp. as executive vice-
ident. His duties involve the con-
llation and supervision of produc-
activities and the expansion of
mercial and industrial film pro-
ion.

□

ohn J. Murphy, Jr. has been ap-
ted to the sales staff of NBC
vision Spot Sales. He joined NBC
1955 as a TV network salesman.

VG-W Dinner Sought For NBC-TV Telecast

From THE DAILY Bureau

HOLLYWOOD, Oct. 9. — The
ters Guild of America's tenth an-
l awards show and dinner, sched-
l for late February, has been
ged by NBC-TV for one of its
ctaculars. Contracts have been
wn and submitted to the guild
approval.

The show for this increasingly
ular event will be produced, writ-
and directed by screen writer's
nch members of Writers Guild of
erica, West with top screen per-
alities participating.

Studio One to Continue

CBS Television and Westinghouse
ctric announced this week that the
er has agreed to renew for two
re years its sponsorship of Studio
e, weekly hour-long live drama
es. The new contract is effective
uary 1, 1958. The announcement
maxed weeks of uncertainty and
gotiation as to the fate of the vete-
series.

Katz to Far East

Norman B. Katz, director of foreign
erations for A.A.P., Inc., left Lon-
n yesterday on his annual trip
ough the Far East. He will con-
de a number of pending contracts
d will discuss theatrical and tele-
ion deals in all major Far Eastern
rkets.

Bunker Appointed CBS V-P, Station Director

Edmund C. Bunker has been appointed vice-president and director of station relations, CBS Television, effective immediately, it has been announced by William B. Lodge, CBS Television vice-president of station relations and engineering. Lodge also announced that Robert F. Jamieson, currently manager of CBS Television Sales Service, was named to the newly-created post of manager of station contacts.

Comes from Milwaukee

Bunker, who was general manager of WXIX, CBS-owned television station in Milwaukee, succeeds Edward P. Shurick who is resigning to join John Blair & Company as executive vice-president. Succeeding Bunker at WXIX is Frank Shakespeare, Jr., it was announced by Craig Lawrence, vice-president in charge of CBS Television-owned stations.

Shakespeare, who was general sales manager of WCBS-TV, New York, in turn is succeeded by Norman E. Walt, an account executive for CBS Television Spot sales.

Broadcast to Depict Winston Churchill Life

"Man of the Century," a special broadcast depicting the life and career of Sir Winston Churchill, will be the premiere program of CBS News and Public Affairs' new documentary series, "The Twentieth Century," Sunday, Oct. 20, 6:00-7:00 P.M., EDT.

The show was written by one of Churchill's biographers, John Davenport, and producer Burton Benjamin and narrated by Walter Cronkite, Executive producer is Irving Gitlin, CBS director of Public Affairs. The series is sponsored by the Prudential Insurance Company of America.

Thomas Show to Bow

"High Adventure with Lowell Thomas," a new television series, will premiere over the CBS Network, Tuesday, Nov. 12, 8:00-9:00 P.M.. EST. The first program of the adventure series visits the wild headhunter territory of New Guinea. Each month the series will travel to a different part of the globe, including the Arctic, the Venezuelan jungles and Africa.

Oct. SMPTE Meet

The New York section of the Society of Motion Picture and Television Engineers will hold its monthly meeting on Oct. 23 at 8:00 P.M. at the 20th Century-Fox Little Theatre. The subject for discussion will be an instantaneous electronic color negative film analyzer.

FCC Is Not Enforcing Regulations: Celler

From THE DAILY Bureau

WASHINGTON, Oct. 9. — The Federal Communications Commission has failed to enforce its own regulations in dealing with television network practices, chairman Emanuel Celler (D., N.Y.) of the House anti-trust subcommittee, said here today.

In a statement commenting on the report made last Thursday by Dean Roscoe L. Barrow and a special staff, Celler said, "It is all too clear from the Barrow report that over the years the commission has failed adequately to enforce its own broadcasting regulations and to keep abreast of industry practices."

Celler said that Barrow made the same findings that the Celler subcommittee had made previously and that a Senate commerce committee also had spelled out. He said that the unanimity of these findings makes it imperative that the FCC "consider carefully, objectively and without delay the recommendations contained in the Barrow report and take action thereon."

The legislator said that his anti-trust committee will watch carefully in order "to help assure that this is done."

'Second' to Guild

DCA's new French film, "Every Second Counts," will open at the Guild Theatre here next Monday.

Eidophor Seen

(*Continued from page 1*)

Hotel Park Sheraton by microwave to the Pilgrim Theatre in the Bronx.

The transmission was on an experimental channel 12 megacycles wide in the 6500 megacycle band. Tests of the equipment a year and a half ago were made transmitting the video signal on a channel only six megacycles wide in the regular commercial television band. The transmission Tuesday on the wider band is said to have given greatly improved definition and much more realistic color.

Acquired from Raytheon

License to use the experimental channel employed Tuesday was acquired recently by 20th-Fox from Raytheon. It lies in a band which is expected shortly to be opened to the telephone company and other communications carriers. Hence Eidophor transmissions from the theatre or place of origin could be sent over telephone company microwave relay facilities if that method proved more economical than setting up its own transmitting and receiving stations.

In any case the cost of transmission would be considerably less than by coaxial cable.

Several years ago there was considerable agitation in the industry to petition the FCC to set aside a specific ultra high frequency channel for theatre television transmissions but nothing came of it.

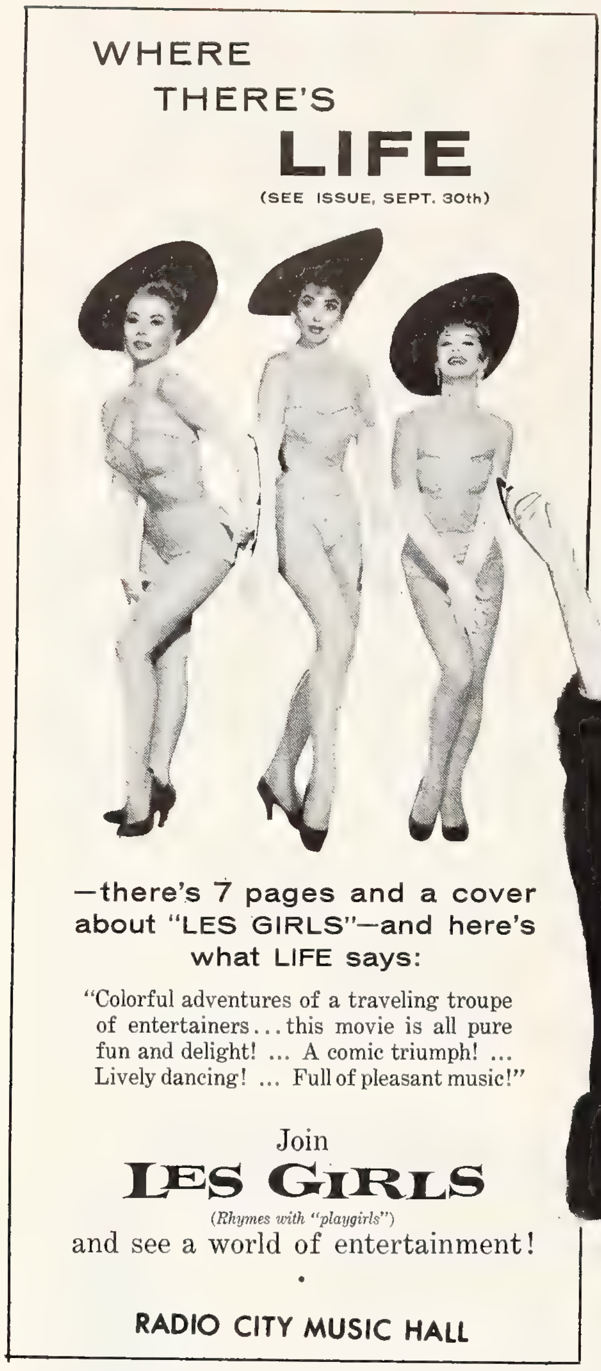
WARNER BROS.' TRADE SHOWS OCT. 16

"woman in a dressing gown"

starring
YVONNE MITCHELL · SYLVIA SYMS and ANTHONY QUAYLE
also starring CAROLE LESLEY · Original Story and Screenplay by TED WILLIS
Produced by FRANK GODWIN and J. LEE THOMPSON · Directed by J. LEE THOMPSON

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.
BOSTON
20th Century-Fox Screening Room
115 Bway • 2:15 P.M.
BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.
CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.
DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2.00 P.M.
DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.
DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.
INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.
LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.
NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.
NEW YORK
Home Office
321 W. 44th St. • 2.15 P.M.
OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 2:30 P.M.
PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.
PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.
SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.
SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Egyptian Theatre
2:00 P.M.
ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.
WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

GOLD DIGGERS!



WHERE
THERE'S
LIFE
(SEE ISSUE, SEPT. 30th)

—there's 7 pages and a cover about "LES GIRLS"—and here's what LIFE says:

"Colorful adventures of a traveling troupe of entertainers... this movie is all pure fun and delight! ... A comic triumph! ... Lively dancing! ... Full of pleasant music!"

Join
LES GIRLS
(Rhymes with "playgirls")
and see a world of entertainment!
•
RADIO CITY MUSIC HALL

ABOVE: One of the N. Y. ads

"LES GIRLS" BIGGEST NON-HOLIDAY BIZ IN MORE THAN A YEAR AT THE HALL. TOPS TERRIFIC "TEAHOUSE!" *(in spite of RAIN and WORLD SERIES)*

RADIO CITY
MUSIC HALL

FLATTERY IS "LES GIRLS" BEST FRIEND! LISTEN!

"BEST BOX-OFFICE BUY IN TOWN." —*Gilbert, Mirror*

★★★★—"FOUR STARS. TOPNOTCH ENTERTAINMENT." —*Cameron, News*

"A JOY AND DELIGHT!" —*Crowther, Times*

"MOST SPARKLING OF ALL." —*Cook, World-Telegram*

"HONEY OF A MUSICAL." —*Pelswick, Journal-American*

"A PICTURE TO SEE TWICE." —*Winsten, Post*

"SOMETHING TO CHEER ABOUT." —*Louella Parsons*

"OUT OF THIS WORLD." —*Hedda Hopper*

M-G-M presents a Sol C. Siegel Production of Cole Porter's "LES GIRLS" starring GENE KELLY · MITZI GAYNO
KAY KENDALL · TAINA ELG · co-starring Jacques Bergerac · Screen Play by John Patrick · Story by Vera Caspar
Music and Lyrics by Cole Porter · In CinemaScope And Metrocolor · Associate Producer Saul Chaplin · Directed by George Cuko

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 72 NEW YORK, U.S.A., FRIDAY, OCTOBER 11, 1957 TEN CENTS

Stars Can't Make It

Cancel Plans For Golden Jubilee Tour

But Celebration Still On With Luncheon in L. A.

The contemplated 22-day tour by eading motion picture personalities f 17 cities to celebrate the film in- ustry's Golden Jubilee will not take lace as previously planned, the Mo- on Picture Association of America uid in a brief statement issued here esterday. Cancellation of the tour 'as attributed to the fact that ex- ensive commitments of top star per- onalities in Hollywood and else- here precluded their participation the junket.

The Golden Jubilee Celebration it-

(*Continued on page 3*)

llinois Allied Favors 'esting Conciliation

Special to THE DAILY

CHICAGO, Oct. 10.—The board of rectors of Allied Theatres of Illi- bis, headed by Jack Kirsch, has tak- n a stand in vor of the re- ntly approved onciliation an scheduled go into ef- ct Nov. 1, d has asked embers of the it to give it "reasonable al to deter- ne its value." Officers of e organiza- n will make emselves available to aid exhibitor mbers wishing to start proceedings

Jack Kirsch

(*Continued on page 3*)

Television Today Page 6

See D. of J. Circuit Ruling Limited to NT's Request

Vogel Replies To Tomlinson

Joseph R. Vogel yesterday rushed out a letter to Loew's, Inc., stockholders titled "What Tomlinson's White Revocation Form Means to You." The Tomlinson letter asking stockholders to revoke their previous proxies went out Tuesday.

Should a majority of the stock-

(*Continued on page 5*)

Quick Ruling Due on Tomlinson Proxy Plea

From THE DAILY Bureau

WASHINGTON, Oct. 10.—Federal District Court Judge William Kirkpatrick said he would enter an order "not later than Saturday morning" on the motion of Loew's stockholder Joseph Tomlinson for a preliminary injunction against the use of proxies at the company's Oct. 15 meeting.

At the urging of attorneys for both Tomlinson and Loew's president, Joseph Vogel, Kirkpatrick said he would make his study of the material presented to him at an argument here today "as brief as possible," in view

(*Continued on page 5*)

Expect No General Okay of Production Or Modification of Consent Decrees; Exhibitors Favor; Distributors Oppose

By J. A. OTTEN

WASHINGTON, Oct. 10 – Exhibitors and distributors split sharply—though hardly unexpectedly—today over the issue of whether divorced circuits should be allowed to reenter production.

In a two-and-a-half-hour session with top anti-trust division officials here, exhibitor leaders generally said yes, and producer-distributor officials not too surprisingly said no. Close to 70 industry officials attended the session.

The department did not announce any decision, or even when any decision would be announced. Anti-trust Chief Victor R. Hansen said the department had acquired much useful information, and he and his staff would now consider what to do about the problem. "There was no

(*Continued on page 2*)

Hits Exhibitor 'Fear' Of Pay-Television

By WARREN HARRIS

The peaceful co-existence of theatres and toll television was forecast here yesterday by International Telemeter president, Louis A. Novins, when he said that "there are millions of people who aren't being reached by even the biggest million dollar epics. I think that those people will be the potential customers of pay-as-you-see TV. There will still be plenty of others who will want to go out to the movies. Theatres and pay-as-you-see TV will represent an expanded market for the producers and distributors of good entertainment."

"I don't know why exhibitors are so afraid of pay-as-you-see TV,"

(*Continued on page 6*)

Stellings Urges Need Of More Production

Special to THE DAILY

WASHINGTON, Oct. 10 – Production of pictures by the former affiliated circuits will open the door to competition and immeasurably help exhibition, Ernest G. Stellings, president of the Theatre Owners of America, declared here after the Department of Justice meeting.

"Exhibitors desperately need more playable product," he declared. "It has not been forthcoming from established production and distribution sources. Exhibitors, therefore, must look elsewhere. The only ones who

Ernest Stellings

(*Continued on page 2*)

Anthony Perkins Is No. One 'Star of Tomorrow' for 1957

(Pictures on Page 3)

Anthony Perkins is the Number One Star of Tomorrow for 1957. He is the top winner in the seventeenth annual poll conducted by "Motion Picture Herald" in which exhibitors throughout the nation vote for ten likely prospects for that elusive, often ephemeral category, Star of Tomorrow.

Runner-up to Perkins was the Italian beauty, Sophia Loren, and the next eight winners, in order, were Jayne Mansfield, Don Murray, Carroll Baker, Martha Hyer, Elvis Presley, Anita Ekberg, Paul Newman and John Kerr.

Although Perkins made his film debut in a minor role in 1953 in "The Actress," he didn't appear again on the screen until last year in "Friendly Persuasion," and quickly followed this with "Fear Strikes Out" and "The Lonely Man." Already completed are "The Tin Star," "This Bitter Earth," "Desire Under the Elms" and "The Matchmaker."

Miss Loren, via a superior pub-

(*Continued on page 3*)

PERSONAL MENTION

A. Montague and Paul N. Lazarus, Jr., Columbia Pictures vice-presidents, will leave New York on Sunday for Hollywood.

•

Milton R. Rackmil, president of Universal Pictures, returned to New York last night from Hollywood.

•

Joseph H. Moskowitz, 20th Century-Fox vice-president and Eastern studio representative, will leave New York today for London, Paris and Rome.

•

Alfred E. Daff, Universal Pictures executive vice-president, will return to New York today from Europe.

•

Cecil B. DeMille will arrive in New York tomorrow from Waco, Tex., and will leave here on Monday for Italy.

•

Paul Nathan, producer, has arrived in New York from Hollywood.

•

Colan MacArthur, managing director of the Rank Organization's Latin American distribution company, left New York yesterday for Havana and Bogota. He is returning to his headquarters at Buenos Aires.

•

Victor J. Hoare, overseas sales manager for Selznick Releasing Organizaion, will arrive in New York from London tomorrow via B.O.A.C.

•

John H. Burrows, producer, has arrived in New York from the Coast.

•

Clark Ramsay, executive assistant to David A. Lipton, Universal Pictures vice-president, is in New York from Hollywood.

•

Ted Toddy, president of Toddy Pictures, Atlanta, has returned there from New York.

20th-Fox-Adler Contract Talks to Be Continued

Progress in connection with talks concerning a new five-year contract for Buddy Adler as head of 20th Century-Fox production was reported here yesterday following Adler's return to the studio. The talks here were not conclusive and further negotiations are to be held.

The new pact, if and when finalized, will replace a two-year agreement between the company and Adler signed a year ago.

D. of J. Ruling

(*Continued from page 1*)

decision," he said. "We were there to listen."

The impression was that any decision that does finally come would be pretty narrowly confined to the request of National Theatres for permission to make a limited number of pictures with preemptive rights for its own theatres. The ultimate decision could affect the picture-making hopes of other divorced circuits, but not necessarily—it could be confined to NT, and not apply at all to the plans of Stanley-Warner or some other circuit.

Paramount Mentioned in Passing

Moreover, the impression was strong that the department is not yet ready to consider any broader issue such as general modifications of the Paramount consent decrees or the right of producer-distributors to reenter the exhibition field. Department officials said, for example, that the latter issue came up "only incidentally" and that the meeting by and large stuck to the question of production by the divorced circuits.

Varied Opinions Held

Hansen reported a "terrific difference of opinion" among those present on the request of National Theatres, with exhibitor spokesmen generally backing it and producer-distributor spokesmen generally opposing. He said the exhibitor officials argued that there was a shortage of good features, and that production by the divorced circuits would help overcome this shortage. On the other hand, he declared, distributor officials said there were plenty of good features, and production by divorced circuits would merely bring an unhealthy feature surplus that would ruin production and hurt the industry.

'Very Healthy Session'

"I consider it a very healthy session," he declared. "It helped spotlight the problems confronting the industry." He said he was impressed with the conflict of opinion on the film supply situation, and invited any interested parties with further information on this point to submit it to the department.

Other officials taking part at the meeting said that while some exhibitor officials endorsed National's request even though National would set preemptive rights to its own films, other exhibitor spokesmen suggested that National should not get such preemptive rights or should get only limited preemptive rights.

Paramount Pictures' recent decision to buy the Esquire Theatre in Chicago was mentioned, it was reported, but there was no real discussion of the extent to which the major producers should get back into exhibition. Those present said some of the producers did point out that production by NT and other exhibitors, with preemptive rights, would have such adverse effects on the producer-distributors as to require them to integrate into the exhibition end.

They insisted it was impossible to talk about the one problem without talking about the other.

No Further Meeting Set

There was no mention of any further meeting, it was reported, nor was there any indication of when justice would let National know its decision. "The staff and I will analyze the information we got, and at some future time we will advise National of our decision," Hansen said.

According to those present, National Theatres officials said they wanted to make it very clear that they were not taking the position that the right of other circuits to enter into production or the right of producers to enter into exhibition should be dependent on National's receiving permission to make films.

All Branches Invited

The department would not make public a list of those attending the session. It had invited the major producer-distributors, the divorced circuits, the Society of Independent Motion Picture Producers, the Theatre Owners of America, Allied States Association and other leading exhibitor groups.

Conciliation, Selling Up at Columbia Meet

How to work the new industry conciliation system and release plans for "Pal Joey" and "The Bridge on the River Kwai" will be discussed at a meeting of Columbia Pictures divisional managers with top home office executives at the Savoy-Plaza Hotel today.

A. Montague, vice-president in charge of distribution, who was a member of the committee which framed the conciliation system, will detail the ways in which it will have to function.

Both Montague and Rube Jackter, general sales manager, will take part in the discussion of sales plans for the company's two big pictures.

Division managers to be present include: Nat Cohn, New York; Harry Rogovin, Boston; Harry Weiner, Philadelphia; Sam Galanty, Washington; Robert J. Ingram, Atlanta; Ben Lourie, Chicago; Carl Shalit, Detroit; Ben Marcus, Kansas City; Jack Tillman, San Francisco, and Wayne Ball, Los Angeles.

Many Offices Deserted Most of Yesterday

Trade press reporters here wore that frustrated look with good reason most of yesterday. It was almost impossible to find a key executive in his office or to get one on the telephone.

Many of them were in Washington for the Department of Justice hearing on authorizing divorced circuits to engage in production-distribution. Others were at the MPA advertising-publicity directors committee meeting, which began at lunch-time and continued well into the afternoon. Others were at Yankee Stadium. And still others watched the final series game on office television screens.

Stellings Asks

(*Continued from page 1*)

appear to have the willingness, the ability, the financial means and the need to produce pictures are the former affiliated circuits.

"TOA recognized this fact a long time ago and has through me as president, and through my predecessors in office, taken every available means of requesting the Department of Justice to ease the restrictions.

"The substance of the distributors' objections at the Department of Justice hearing today," the TOA head declared, "was that. . . . they are fearful of their future if permission is granted. In my judgment this is the best argument in favor of the former affiliates getting into production and distribution."

Columbia Dividend

Directors of Columbia Pictures, at their regular meeting here this week declared a quarterly dividend of $1.06¼ on the $4.25 cumulative preferred stock, payable Nov. 15 to shareholders of record on Nov. 1.

WB Reissues 'Satellite'

Warner Bros.' "Satellite in the Sky," story of a man-made satellite, has been made available for reissue. Hundreds of key-city bookings already have been set for it, according to the company.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"LES GIRLS" starring
GENE KELLY • MITZI GAYNOR
KAY KENDALL • TAINA ELG
An M-G-M Picture in CINEMASCOPE and METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

'Tomorrow'

(*Continued from page* 1)

licity campaign, become a byword not only in her native Italy but also here and it wasn't long before Hollywood decided to use her talents. "Boy on a Dolphin" and "The Pride and the Passion" were the reasons for her placing this year. On her agenda s "Legend of the Lost," "Stella," "Houseboat," and "Desire Under the Elms."

Following the Top Ten are 15 more newcomers, all of whom are comparative neophytes to films and many of whom are likely to reach stardom when Tomorrow comes. Right on the heels of the big winners are Harry Belafonte fresh from "Island in the Sun"; Jo Van Fleet, "East of Eden"; Julie London, Tony Franciosa and Vera Miles.

Also Kathryn Grant, John Saxon, Andy Griffith, Dorothy Dandridge, Barbara Rush, Earl Holliman, John Forsythe, Anna Maria Alberghetti, Fess Parker and Rita Moreno.

The Stars of Tomorrow poll, conducted since 1941, has been remarkably successful in pinpointing future stars. Top names in previous years include: Rita Hayworth, Jane Wyman, Alan Ladd, Gene Kelly, June Allyson, Elizabeth Taylor, Cyd Charisse, Marilyn Monroe, Rock Hudson, Audrey Hepburn, Kim No-ak and Natalie Wood.

Pressbook Out on Ten Commandments'

An elaborate pressbook which has he unique value of being based on methods and ideas which have had a ull year of testing is being distributed by Paramount for Cecil B. DeMille's "The Ten Commandments." nnouncing its publication, Jerry Pickman, Paramount vice-president in harge of advertising, publicity and xploitation, said, "The sum total of xperience of the best theatremen in he country . . . is embodied in the horoughly comprehensive pressbook."

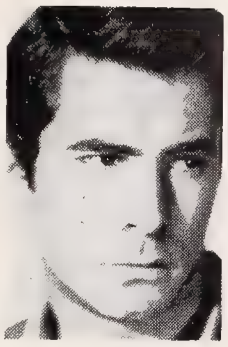
Printed in three colors in a 17 by 2 inch size, the pressbook has an xceptionally wide variety of newspa-er ads and emphasizes the tech-ques used during the past year for he successful special openings.

Lewis, Pickman, Seaton Meet on 'Oscar' Telecast

Roger H. Lewis and Jerry Pickman, -chairmen of the MPAA Academy wards subcommittee, will meet in ollywood next week with Academy resident George Seaton, other cademy officials and West Coast oduction representatives to confer n next year's industry-sponsored tele-st of the awards presentation.

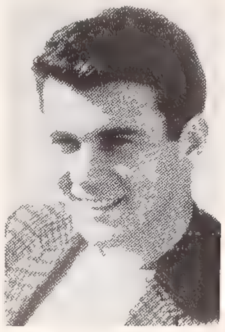
Discussions will also cover other cademy projects, including an an-ual international film festival, a trav-ng museum of motion pictures and craft magazine for circulation to chools and critics.

Ten Players Voted 'Stars of Tomorrow'


Anthony Perkins

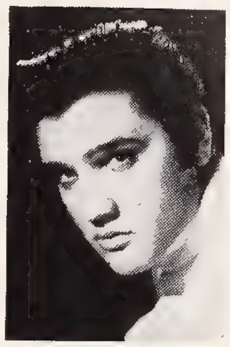
Sophia Loren

Jayne Mansfield

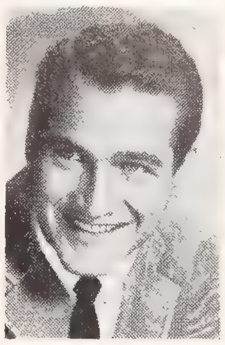

Don Murray

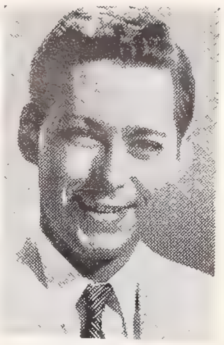
Carroll Baker

Martha Hyer


Elvis Presley

Anita Ekberg


Paul Newman


John Kerr

Illinois Allied

(*Continued from page* 1)

under the plan. Meeting yesterday, the board passed a resolution condemning the acquisition of the Esquire Theatre by Paramount, on the ground that the purchase will "have the effect of further restricting the showing of pictures in Chicago." The resolution also states that the acquisition is "morally at variance with the government's divorce decree."

Copyright Revision on Writer's Guild Agenda

Proposed revisions in the Copyright Act, as recommended by the Writers Guild of America, West's counsel, Melville Nimmer, will be a key subject at the national council meetings of the guild to be held here Oct. 19 and 20.

Other business to be considered includes a number of constitutional amendments which were approved at the Council meeting of WGA West Monday night, continuation of efforts to firm up a rights organization for writers, residual policing, pay television, a proposed network television series, and forthcoming guild negotiations.

Embassy Gets 'Attila'

"Attila the Hun," the Lux Film produced by Ponti-DiLaurentiis, starring Anthony Quinn and Sophia Loren, will be released in the United States by Embassy Pictures under an agreement reached yesterday by Joseph E. Levine, president of Embassy, and Seymour Poe, who represented Lux.

Women's Programs Set For Allied Convention

A series of activities has been planned for the women who attend the Allied States Association convention at Concord Hotel, Lake Kiamesha, Oct. 28-30.

Mrs. Helaine Lowenstein and Mrs. Charlotte Stern, co-chairwomen of the Ladies Committee, have arranged a nine-hole golf tournament over the hotel's Challenger Course for Tuesday, Oct. 29, for a group of prizes. Jimmy Demaret, head pro, will handle the handicapping. There will also be an 18-hole putting tournament for the women not eager to cover the three-mile course.

Fur Fashion Show Included

In the afternoon of the 29th there will be a fur fashion show, with wives of the delegates acting as models. Bill Kerne of Kerne-Derge will supply coats, jackets, stoles, wraps, etc., and will do a commentary.

The following morning Miss Lillian Brandt of Goubaud de Paris will lecture on beauty problems and volunteers will be used to give makeup demonstrations. There also will be dancing lessons, art lessons, health club, bingo, canasta, jotto and scrabble.

8 More 'Time' Previews

United Artists will continue its program of suburban previews of "Time Limit" next week with eight scheduled in New York and New Jersey. The advance showings in the neighborhoods are designed to develop wider support for downtown first-runs and increased attendance at suburban houses.

Cancel Plans

(*Continued from page* 1)

self, however, which is only one adjunct of the industry's business-building program, will be held as scheduled, it was pointed out. This will begin in Los Angeles on October 17 with a star-studded civic luncheon.

Exhibitors in many of the cities which were to have been on the itinerary of the stars had made it a condition of their participation in costs that the personalities be of "top calibre."

Rosenblatt Chief Barker Of Albany Variety

Special to THE DAILY

ALBANY, Oct. 10.—Samuel E. Rosenblatt, who for years operated area theatres and who presently owns three (leased out), was elected chief barker of the Albany Variety Club Monday night, at a meeting of the just-chosen "crew." Named to serve with Rosenblatt were: first assistant chief barker, Elias Schlenger, Fabian division manager; second assistant chief barker, Irwin Ullman, Fabian area drive-in supervisor and promotionist; property master, Aaron Winig; dough guy, B. Zuckerman. Ullman, Winig and Zuckerman are holdovers.

Others on the crew are: Attorney Lewis Sumberg, Dr. Irwin Strosberg, Ralph Bruno, Arthur Green, Charles L. Mooney and Albert J. Bearup. Mooney is promotion manager of Gannett's "Knickerbocker News"; Bearup, managing editor of Hearst's "Times-Union."

The new directors and officers took over immediately. Al Kellert retired as chief barker.

LEADERSHIP

¶ The capacity to lead develops naturally in certain people. It is so with some publications. In a publication, leadership develops naturally from—

EDITORIAL ENTERPRISE

plus JOURNALISTIC RESPONSIBILITY.

¶ These twin qualities are inherent in the very origin and growth of MOTION PICTURE DAILY. They are basic to the meaning of the phrase—*All the News That Is News*—in which the cornerstone of MOTION PICTURE DAILY policy is proclaimed in the masthead.

¶ They require that MOTION PICTURE DAILY's entire field of interests be constantly observed with the specialized knowledge of the business to appreciate the significance to it of event and opinion . . . and that *reports of everything newsworthy be verified* for fact, and for authentic interpretation of fact. This process produces *news* —not rumors, not mere reports, but *news*— all of it that *is* news!

¶ This isn't doing it the easy way. This way takes nation-wide, even world-wide reportorial resources. It requires editorial acumen, persistence, integrity.

¶ To pursue facts resourcefully, appraise them knowledgeably, verify them responsibly—that is MOTION PICTURE DAILY's way. It is imposed on personnel as the source —and the price—of leadership.

REVIEW:

The Tiajuana Story

Clover—Columbia

Another in Sam Katzman's series of exposes of civic corruption, "The Tiajuana Story," is on a level with its predecessors. Once again a city, in this case Tiajuana, Mexico, has been taken over by a mobster syndicate and turned into a center for prostitution and the narcotics rackets. Newspaper editor Rodolfo Acosta is pressured out of exposing the mob until James Darren, an American teenager, is killed escaping Mexican police, who are after him for being involved in a minor auto accident while under the influence of narcotics.

Outraged by the boy's death and conscious of the disgrace it will bring to Mexico, Acosta promises Darren's girl friend, Joy Stoner, that he will wage a full-fledged campaign against the syndicate. When Acosta's outspoken editorials begin to stir up the citizenry, syndicate boss Paul Newlan plots to have the editor killed, losing out by the quick thinking of Robert McQueeney, front man for the syndicate-controlled night club. The latter, realizing that he is working for gangsters, redeems himself by warning Acosta of the murder plot just in time to save him from his assassin. Acosta is eventually killed by the syndicate, but not before he has had the chance to expose the local syndicate leaders. For the time being, the syndicate in Tiajuana is broken, and Acosta's son takes over the duties of town crusader.

Lacking in marquee names, "The Tiajuana Story" will have to depend on its sensational plot for its main boxoffice lure. TV commentator Paul Coates serves as narrator for the film, which was produced by Sam Katzman for Clover Productions and directed by Leslie Kardos.

Running time, 72 minutes. General classification. Release, in October.

WARREN HARRIS

Fox Orders 400 Prints Of Teen-Age Package

From THE DAILY Bureau

HOLLYWOOD, Oct. 10 – Test engagement reactions to 20th-Fox's Regal productions, "Rockabilly Baby" and "Young and Dangerous," as a package program, sparked an order of 400 prints for each film, indicating Class A treatment for the combination, with release date advanced to October, it was disclosed by E. J. Baumgarten, Regal president, at a trade preview of the films in the Screen Directors Guild playhouse last night.

Baumgarten also revealed plans to prepare sequels to both films at the request of 20th-Fox executives for Easter release.

'Woods' Is Cancelled

HOLLYWOOD, Oct. 10 – C. V. Whitney Pictures has cancelled plans to film "The Healing Woods." No reason was obtainable.

Langer Will Sponsor Bill to Outlaw Toll TV

From THE DAILY Bureau

WASHINGTON, Oct. 10 – Senator Langer (R., N.D.) said he would sponsor legislation in January to outlaw subscription television. Thus the North Dakota Republican joined the growing group of lawmakers indicating opposition to toll TV.

Langer argued that toll TV would deprive millions of people of the right to free viewing of such programs as the World Series, other athletic events, musicals and other entertainment. If toll TV promoters can now propose a $5 a month charge, he said, the next thing would be to raise the charge to $10 and "then on up and up and up."

Abbott to Aid 'Bridge' Benefit Premiere Here

George Abbott, veteran Broadway producer, will be chairman of the premiere committee for "Across the Bridge," a Rank Film Distributors of America release, at the Sutton Theatre Oct. 29. All funds will go to the Waldemar Medical Reesarch Foundation, Inc., at Port Washington, L. I.

The appointment of Abbott was agreed upon at a cocktail party at Sardi's Wednesday. Among those present were Mrs. Averell Harriman, Spyros P. Skouras, William J. German, Lili Dache, Sylvan Oestreicher, Mimi Benzell, Lisa Farraday, Eli Wallach, Claude Dauphin, Kent Smith, Walter Slezak, Jason Robard, Jr., E. J. Marshall and Peter Witt.

Enlarge 'WT&S' Film Information Column

Beginning yesterday Amusement pages of the N. Y. World Telegram & Sun have enlarged the information data carried in the daily "Movie Timetable" column.

In addition to giving the starting time of features at leading first run and neighborhood theatres, the column now gives the stars and featured players and a capsule description of the story of each attraction.

The increased film data is part of a general effort by Martin Dickstein, recently appointed amusements advertising manager of the W. T. & S., to have the department enlarged.

'China Gate' Banned By Israeli Censors

Special to THE DAILY

TEL-AVIV, Oct. 7 (By Air Mail). –20th Century-Fox's "China Gate" has been banned here by the Israeli Censorship Board, because it was "found to touch a foreign country and to contain excessive violence."

According to the chairman of the Film Censorship Board, soldiers from the People's Republic of China and also Soviet soldiers are depicted in the film as "monsters."

PEOPLE

W. C. Michel, executive vice-president of 20th Century-Fox, on Tuesday will be presented a citation by the United Epilepsy Association for his work on behalf of the organization. Presentation will take place here at the Neurological Institute of Presbyterian Hospital.

□

Jerry Zigmond, Paramount's West Coast division manager, is touring key cities of the South, delivering talks at Paramount regional meetings.

□

Lesley Mason, member of the Warner Brothers studio publicity staff for the past 26 years, will retire today.

□

Dr. Raymond L. Garman, since 1945 technical director of General Precision Laboratory, Inc., a subsidiary of General Precision Equipment Corp., has been named vice-president of GPE in charge of engineering and research.

□

Eugene "Casey" Jones, formerly assistant manager of the Alabama Theatre, Birmingham, has returned there from Auburn, Ala., to become house manager.

□

Abe E. Altman, veteran Philadelphia exhibitor, and **Mrs. Altman** on Oct. 19 will celebrate a double 50th anniversary; their Golden Wedding Anniversary and their 50th year in the industry.

□

Helen Johnson, manager of the State Theatre, Statesville, N. C., was honored at the Vance Hotel there in recognition of her 30th anniversary with the Statesville Theatre Corp.

□

Robert Gessner, professor of motion pictures in New York University's Communications Art Group, is en route to England, where he will lecture at four British universities under the auspices of the British Film Institute. His talks will be delivered at the universities of London, Oxford, Sheffield and Bristol.

Gala Roxy Premiere For 'Godfrey' Today

The celebrity-attended premiere of Universal-International's "My Man Godfrey" will take place at the Roxy Theatre here tonight, following a regular morning opening and day-long promotional activities. The film company's top executive echelon will attend, led by Milton R. Rackmil, president; Alfred E. Daff, executive vice-president, and Charles J. Feldman, vice-president and general sales manager.

See Quick Ruling in Tomlinson Proxy Plea

(*Continued from page 1*)

of the imminence of the stockholders' meeting. He said he would telephone his order to the clerk of the district court in Wilmington and would issue his findings in the case at a later date.

Tomlinson asked for the injunction on the ground that letters, statements and proxy solicitations sent out by Vogel to Loew's stockholders contained misleading information.

Both Sides Urge Speed

Earlier in the hearing Kirkpatrick had declared that he wanted "to go into the matter fully" because the questions of "truth or falsity" raised by the arguments "may involve a very laborious examination of a lot of data." In two days, he said, "I can't digest everything." He was urged by attorneys for both sides, however, to make a speedy ruling.

Tomlinson attorney Arthur Logan told him that if the court "doesn't act now, we would find ourselves up against a situation which could not be unscrambled."

Vogel attorney Louis Nizer maintained that "the preliminary injunction has to be denied at once" in order to allow "the democratic procedure" of the stockholders' meeting to go through. And another Vogel attorney, Simon Rifkind, claimed that "the denial of the preliminary injunction does not deny relief" to Tomlinson and his associates, who could obtain it through other channels after the Oct. 15 meeting.

SEC Letter Presented

Stephen Ailes, representing Tomlinson, described the material filed with the Securities and Exchange Commission by Vogel and his associates and said, "This material was not held by the SEC to be in compliance" with its requirements. He read from a letter sent to Vogel by the SEC, in which the commission declared that several statements made by Vogel in the material he proposed to send to stockholders were "not supported in the supplemental information" filed by Vogel and "should be deleted." He maintained that Vogel then changed the wording to which the SEC objected, but not the import of the words.

Nizer denied this and said Vogel had met every suggestion made by the SEC and that "not one comma" was sent out without SEC approval.

He labeled Ailes' objections as "picayune" and "picky" and said "the strongest kind of misrepresentation—real fraud" would have to be involved before the use of proxies could be enjoined. Rifkind supported him, saying that if there had been any "overstatement" in the Vogel material, it wasn't the kind that "would warrant the action of a court" or that should hold up the operation of a company.

Ailes declared that the Vogel material had made charges against Tomlinson and his associates which they considered false. Among those, he said, was the charge that the Tomlinson group wanted to seize control of Loew's in order to liquidate it, that that the group "engaged in a conspiracy" to injure the equity of the stockholders "in order to make Vogel look bad," and that the group tried to force the resignation of the company's four independent directors.

Vogel in Reply to Tomlinson

(*Continued from page 1*)

holders revoke their proxies it would be impossible to hold a meeting October 15.

Vogel asks in his letter to stockholders: "Will you give up your own privilege of voting at the special stockholders' meeting on October 15? That's what Joseph Tomlinson is asking you to do.

"So far Tomlinson has not succeeded in what we believe is his obvious effort to deny you the opportunity to choose the management of your company.

"Now he is asking you to do to yourself what he has thus far failed to get the courts to do for him—for if he can choke off a quorum by getting you to revoke or cancel your proxy, he can accomplish his purpose of stifling the meeting of stockholders.

"At long last Mr. Tomlinson has addressed you directly. He offered no slate of candidates. He does not ask you to cast your vote. Rather, he asks you to abdicate—to refuse to vote. Meanwhile, he continues to press law suits which would give his faction control of the company.

"He offers no comprehensive program for the company, and indeed he never has since this contest began.

"It is absolutely untrue that 10 of the 11 directors at the July 12 directors' meeting 'held the view' that I should be replaced as president.

"It is absolutely untrue that they 'passed a resolution appointing a committee to find a successor' for me.

"Four of the directors present at the meeting, Messrs. Killion, Parker, Brownell and Reid, have affirmed under oath that they were opposed to a resolution to replace me. Mr. Florence, another director present at the meeting, told me personally that he was opposed to the Tomlinson faction's move to replace me.

"Thus it would appear, if you include my own vote, six of the 11 directors present at that meeting did not 'hold the view' that I should be replaced as president, as falsely asserted by Tomlinson. The only other directors present at the meeting were the Tomlinson faction.

"Tomlinson conspicuously fails in his letter to deny or answer the charge which my associates and I have made that he carried on a calculated harassment to the detriment of the company, as set forth in my letter of August 9 to you, and which the Delaware Court has held to be legally sufficient to justify his removal as a director if proved.

"Sworn affidavits in the courts detailing the conspiracy remain unanswered.

"You, and all the stockholders, have the right to decide the issue before your company. Remember the last dated proxy is the one that counts. Even if you signed Tomlinson's white card, you can still sign the blue proxy enclosed. That blue proxy will be the one that counts as your vote."

The letter concludes with the statement that it is a solicitation in behalf of Vogel and George L. Killion, who are directors and members of the executive committee, and is not in behalf of the company's management.

IT'S A HIT! in New York

TICKETS
S.R.O.

BUT . . . will it be a hit in your house?

It went over big in Manhattan . . . but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
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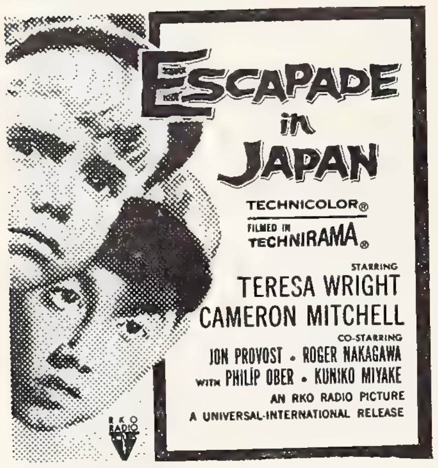
National Pre-Selling

The campaign for "Escapade in Japan"



THE youngsters pictured above are featured in all the national magazine ads that will reach more than 76 million readers during October and November. The ads spotlight the fact that this new U-I picture was made in seldom-seen corners of Japan. The well laid-out ads are appearing in "McCall's," "Redbook," "Parent's," "Holiday," "Family Circle," and "Woman's Day."

•

Rita Hayworth is spotlighted in the pictorial story of "Pal Joey," appearing in the October 14 issue of "Life." We think it a wise selection because Rita plays the role most likely to invite admiration and sympathy from the audience in this new Columbia picture. On stage, John O'Hara's "Pal Joey" was Broadway folklore. On the screen, Frank Sinatra plays Joey, Kim Novak the ingenue. "Life's" reaction—"Much of the movie is fine, especially Sinatra's performance as Joey. The wonderful score has been supplemented by songs from other Rodgers-Hart shows."

•

20th Century-Fox's "No Down Payment," the story of four young couples, is reviewed in the October issue of "Redbook." They live in a community where their back yards adjoin and they work and play together. The story is as timely as the satellite, "Sputnik."

•

"'No Sleep Till Dawn' highlights another ingratiating performance by Karl Malden and a thoroughly professional one by comparative newcomer, Efrem Zimbalist, Jr.," according to Philip Scheuer in the October issue of "Family Circle."

WALTER HAAS

Ga. Projectionist Dies

SAVANNAH, Oct. 10.—Mansfield Hollinsworth, 54, for 37 years projectionist at the Weis Theatre, died at his home here. He was past president of Local 320, IATSE.

Pay-Television

(*Continued from page 1*)

Novins continued. "It's the next step in an age of great scientific advances. When the automobile industry came along, how do you think the horse and buggy manufacturers felt? They eventually adapted themselves to the change, just as I think exhibitors will.

"As a matter of fact, the greatest interest in Telemeter so far has been shown by exhibitors who want to establish franchises of their own. I don't see any difference between the growth of pay-as-you-see TV and drive-in theatres. I'll even go so far as to say that in several respects, theatres have TV licked a mile, especially with pictures whose total effect can't be derived from anything but the immensity of the theatre screen."

Knows of No Agreement

Asked if there was any possibility of an agreement between Telemeter and the major producing companies for release of their product to pay-TV, Novins said he didn't know of any, but that representatives of the various companies had been "highly enthusiastic" about Telemeter and its potentialities. In this connection, Novins had this to say about his competitors and their attempts to gain the acceptance of producers and the public: "Before I go any further, I want it made clear that as far as I can see, Telemeter has no competitors. Telemeter is the only pay-as-you-see TV system that has publicly been demonstrated. Since March, thousands of important industry leaders and technicians have gone over the system to find out just how it works and what it has to offer. I don't know of any other company that has done this. I refuse to recognize any company which says it is in the toll-TV race until I see working proof of their systems."

Discusses Bartlesville

Reminded of the Bartlesville experiment, Novins said that he didn't consider the system involved pay-as-you-see TV. "Pay-as-you-see TV means paying for each individual attraction as received. In a system where a flat rate is paid for a certain period of programming, there is no way of determining which attraction has been profitable and which one has not. Such a system offers no stimulus for competition between producers to produce the best shows possible. Each program must be individually identified, and that can be done only on a pay-as-you-see basis."

Awaiting FCC Word

Just what lies in the immediate future for Telemeter, Novins would not definitely reveal. "We welcome the recent FCC decision to grant toll-TV experiments beginning next year, but we are still waiting for further word from the FCC before we make any decision on an over-the-air trial of our own."

Television Today

Pardners, Gals Feted at ABC Western Series Party

Pardners of the press and ad worlds and some of their gals absorbed information and some likker yesterday afternoon at Toots Shor's as guests of ABC Film Syndication. They took home "relics of the Old West" and the knowledge that the Arizona Rangers on Tuesday, 10:30 P.M., over WABC-TV, will unfasten their six shooters. The series: "26 Men." The sponsors: White Owl Cigars, and Brylcreem.

MGM Seeks 'Thin Man' Comment on TV Show

In an effort to get audience reactions and suggestions on scripts, acting, direction, camera technique and overall production, detailed questionnaires have been sent to 20,000 members of 500 civic and social organizations by Charles C. "Bud" Barry, M-G-M vice-president in charge of television.

The program is the new "Thin Man" series sponsored by the Colgate-Palmolive Co. Viewers are given the option of reviewing any of the first four shows.

"Until now, producers have had little information to rely upon other than that supplied by the various rating services," says Barry. Replies are coming in rapidly.

FCC's Network Study Supported by Bricker

From THE DAILY Bureau

WASHINGTON, Oct. 10.—Senator Bricker (R., O.) today said the recent report of the Federal Communications Commission's network study committee underlined his long-time contention that the FCC must directly regulate television networks. This was one of the study group's conclusions.

Bricker, ranking Republican on the Senate Commerce Committee and author of a bill for direct FCC control of the networks, said the staff report underlined many "dangerous monopolistic tendencies" on the part of the networks, and made many "constructive suggestions" for dealing with these trends.

ABC to Show IGY Film

ABC-TV has announced that it will show a special hour-long film, "The Restless Sphere," a study of the International Geophysical Year featuring Prince Philip, the Duke of Edinburgh, as narrator, Sunday, Oct. 20, 9-10 P.M.,EDT. The film was first presented by the British Broadcasting Corp.

Color 'Weak, Faded' In Series Telecast

The World Series ended yesterda afternoon in a burst of Milwauke Braves glory, and outside of an occasional lapse of camera work, especially in the final game at Yankee Stadium, the art and industry of televisio did very well by itself. Howeve there was one aspect of the NBC nationwide network telecast which give rise to considerable speculation, an that is the matter of color.

Here, in what may be considere the ultimate in opportunity for outdoor color television, the World Series, color did not score heavily For the most part the color, by contrast with the basic station signa which was strong and alive, appeare to the viewer weak and on the fade side. In addition there was a noticeable tendency to fade during the telecast.

Much Room for Improvement

Whereas indoor colorcasts are fo the most part quite satisfactory, an in many cases are outstanding, in th vast and exciting area of outdoo events, sports and other subject matter, much has yet to be done to brin color to the vibrant, live and impressive hues of actuality so necessary t put color across. As seen in the 195 World's Series, that time is not yet.-

Charles S. Aaronso

'Life' Article Weighs Toll TV Prospects

Peaceful coexistence for toll television and free television is the be likelihood for the immediate futur Life magazine writer Loudon Wainwright concludes in an articl in the current issue which extend over six pages, with illustrations.

The article features the Bartlesvill experiment. An accompanying photograph shows a Bartlesville living roo audience of seven adults and fiv children watching "The Prince an the Showgirl." (For $9.50 a mont yet.)

Insofar as the trade is concerne the article sheds little new light o the pay TV subject but conclude that the toll TV programs, whatev they may be, had better be goo "The viewer has already learned ho to turn off the set, and if he is n pleased by entertainment he has t pay for," the article observes, "he wi turn it off even faster."

Eastman to Speak

Robert E. Eastman, president of th American Broadcasting Network, wi speak before the Advertising Club Washington, D. C., next Tuesda Eastman's subject will be "The Ne American Broadcasting Networ Product."

All
the News
That
Is News

MOTION PICTURE
DAILY

Concise
and
to the
Point

VOL. 82, NO. 73 NEW YORK, U.S.A., MONDAY, OCTOBER 14, 1957 TEN CENTS

3 Court Rulings Clear Way for Loew Meet Tues.

Delaware Supreme Court and Federal Act Swiftly; N. Y. Court Upholds Ban Against Any Interference Tomorrow

By JAMES M. JERAULD

Legal moves cluttering the road to the special meeting of Loew's, Inc., stockholders tomorrow were swept aside in three decisions handed down Friday in Dover, Del., Washington and New York.

The Delaware Supreme Court refused to interfere with a decision of Chancellor Collins J. Seitz invalidating the acts of Joseph Tomlinson's "rump" meeting of directors July 30 at which Louis B. Mayer and Samuel Briskin were "elected" to the board. The appeal had been taken by Tomlinson and was heard last Wednesday. The decision was fast, but not as fast as the one telephoned from Washington to Wilmington Friday morning by Judge

(Continued on page 7)

All Give Views

Industry Heads 'Pleased' By D of J Meet

But Won't Speculate on What Results Might Be

Industry leaders were pleased with he way in which the Department of ustice meeting on film production by ircuits was conducted.

All those who wanted to express heir views were allowed to do so, ut no indication of what might hapen was given. Exhibitor representaves who attended are still hopeful, hey said Friday, that the big circuits will be given permission to expand heir production plans to relieve the roduct shortage.

The discussions will figure in the

(Continued on page 7)

AA Had Loss for Year; Broidy Voices Optimism

From THE DAILY Bureau

HOLLYWOOD, Oct. 13. – Allied rtists sustained a loss of $1,783,910 or the fiscal year ended June 29, 957, after a credit of $675,000 representing Federal income taxes for rior years recoverable under the oss carry-back feature of the Federal

(Continued on page 8)

See Tent 35 Lunch Thursday 'Biggest Yet'

The Variety Club Heart Project ncheon, to be held here Thursday the Sheraton-Astor Hotel, will be he biggest luncheon ever held by ent 35," chief barker Harold J. Klein id at the weekend.

Many prominent members of the

(Continued on page 8)

Television Today Page 8

List Industries Buys Glen Alden Stock

Approximately 700,000 shares of common stock of the Glen Alden Corp. have been acquired by List Industries Corp. as a result of an offer to pay $12.50 a share, it was announced at the weekend by Sol A. Schwartz, executive vice-president of List Industries. There are approximately 1,750,000 shares of Glen Alden stock outstanding.

Both Schwartz and Francis O. Case, Glen Alden president, expressed satisfaction at the response to the offer which greatly exceeded the minimum requirement of 350,000 shares. Consummation of the deal came as the result of negotiations which began on Oct. 2, when the Glen Alden company announced the Chemical Corn Exchange Bank as transfer agent.

The deal represents further diver-

(Continued on page 7)

A.A. Appoints Murray In U.K. and Europe

Kenneth Murray

Kenneth W. Murray, former secretary of Associated British Pathe, Ltd., has been appointed Allied Artists International general representative in the United Kingdom and Europe, effective immediately, Norton V. Ritchey, president of Allied Artists International, announced at the weekend. Murray replaces Edwin J. Smith, former AA International European head.

Murray, a veteran of over 20 years in the motion picture industry covering all phases of its operation, joined AA International last September 2. In his present position he will direct

(Continued on page 8)

U-I Sales Heads Discuss New Lineup at Meet Here

Field sales executives and home office toppers will start a week-long sales conference this morning at the Essex House. Milton R. Rackmil, president, and Alfred E. Daff, executive vice-president, will speak at the opening session. Charles J. Feldman, vice-president and general sales manager, will preside.

District sales managers arrived in New York at the weekend and attended the opening of "My Man Godfrey" at the Roxy Theatre Friday night. They will see six more features before the end of the sessions. These will be: "Tarnished Angels," "A Game Called Love," "This Is Russia," "Summer Love," "Damn Citizen" and "Magnificent Brat."

Thursday will be devoted to discussion of plans for pictures to be released during the first half of the 1957-1958 season, with vice-president

(Continued on page 8)

Bartlesville Festival Week Proclaimed by Mayor

Special to THE DAILY

BARTLESVILLE, Okla., Oct. 11—"Telemovies Festival Week," Oct. 21-26, has been officially proclaimed by Mayor W. A. Hensley of this community to honor, he said, "this pioneering test which has brought nationwide publicity to Bartlesville (for) what may prove to be a historic development in the motion picture industry."

Carolina Exhibitors Open Annual Meeting

Special to THE DAILY

ASHEVILLE, N. C., Oct. 13 – Many persons are registered in advance for the 45th annual convention of Theatre Owners of North and South Carolina, which opened officially here at the Grove Park today.

Among those already attending are Samuel Rosen of New York, Herman Levy and Joseph Alterman of Theatre Owners of America, New York office, and Wilson Franklin of Atlanta.

Says L. A. Will Approve Pay-TV Bids Tuesday

From THE DAILY Bureau

LOS ANGELES, Oct. 13. – Pay-television in Los Angeles will take another step forward on Tuesday, when the city council will hear recommendation for acceptance of bids for a franchise made by Fox West Coast Theatres-Telemeter, Skiatron and Harriscope, as stipulated in the

(Continued on page 8)

PERSONAL MENTION

DAVID A. LIPTON, Universal Pictures vice-president, arrived in New York last night from the Coast.

•

Jerry Pickman, Paramount vice-president, and **Charles Boasberg**, worldwide sales head for "The Ten Commandments," will leave New York today for Hollywood, en route to Honolulu.

•

Leo Hochstetter, Far Eastern representative for Motion Picture Export Association, has arrived in New York from Tokyo.

•

Morgan Hudgins, of the M-G-M studio publicity department, will arrive here from the Coast on Wednesdal.

•

Hans W. Kubaschewski, Warner Brothers manager in West Germany, will arrive in New York tomorrow from Frankfurt.

•

Americo Aboaf, Universal Pictures foreign general manager, returned to New York over the weekend from Latin America.

•

S. A. Henricksen, Paramount general manager in Denmark, will leave here tomorrow for Hollywood.

•

Eddie Elkort, vice-president of General Artists Corp., returned to New York on Friday from London via B.O.A.C.

•

D. J. Goodlatte, managing director of Associated British Cinemas, left New York over the weekend for the West Coast.

•

Johnny Green, M-G-M general music director, arrived in New York at the weekend from the Coast.

•

Arlene Ziegler, of the 20th Century-Fox home office publicity department, was wed in Brooklyn on Saturday to **Robert Hoffman** at the Church of Our Lady Help of Christians.

•

Phil Isaacs, Paramount assistant Eastern sales manager, will return to New York today from Washington.

•

Donald Hayne, of the Cecil B. **DeMille** production staff, left here yesterday for Rome via B.O.A.C.

Belfast Ban Relaxed On Rock 'n' Roll Films

Special to THE DAILY

BELFAST, Northern Ireland, Oct. 12 (By Air Mail)—The cinema trade here has made so many representations that the city corporation is relaxing its ban on "rock'n'roll" films. The first to be banned in the city, "Rock Around The Clock" (Columbia) opened recently at the Imperial Cinema.

Other films in this category can now be shown if sufficient notice is given in advance to the police committee of the corporation. Civic authorities are now more reasonable in their attitude to films. Exhibitors, however, still take special precautions, and recruit extra staff in case of riots at "rock" films.

New Type Pressbook For Rank's 'Graf Spee'

A new pressbook consisting of a four-page hardcover kit with two inside pockets for all necessary material, has been released by Rank Film Distributors of America in connection with the release of "Pursuit of the Graf Spee," RFDA advertising, publicity and exploitation director Geoffrey G. Martin announced here at the weekend.

"We have removed all the eyewash and provided a functional service manual for theatre use," Martin stated. "Also, an exhibitor doesn't have to cut a pressbook to pieces to utilize the desired material."

Contest for 'Limit'

A national exploitation contest that will award $1,000 in prizes to fieldmen staging the best local promotions for Heath Productions' "Time Limit" was announced here at the weekend by United Artists. Involving campaigns in the United States and Canada, the contest offers $400 in cash for the grand winner, with $200 and $100 prizes going to the second and third-place exploiteers. Nine runners-up will each receive a portable transistor radio.

Taka Tour Begins

PHILADELPHIA, Oct. 13.—Miiko Taka, Marlon Brando's Japanese leading lady in "Sayonara," will begin the first leg of her 39-city tour in behalf of the William Goetz production for Warner Bros., with her arrival here tomorrow, following three weeks in New York, where she engaged in a series of newspaper, radio and television interviews, climaxed by an appearance on Saturday night's Perry Como TV show.

Tribute to Pat Boone At Roxy Here Nov. 12

An entertainment world tribute to Pat Boone in the form of a one-night presentation combining the facilities of 20th Century-Fox, the American Broadcasting System and Columbia University will be presented here Nov. 12 at the Roxy Theatre. In addition to the festivities honoring the young singer, the world premiere showing of Boone's second starring film, "April Love," will highlight the evening. The film will debut later that month as the company's Thanksgiving release.

An Invitational Event

The affair will be a special invitational event with a portion of the theatre being offered at public sale. Boone's co-stars, Shirley Jones, Dolores Michaels, and Arthur O'Connell, will fly to New York from Hollywood to be present at the tribute, along with "April Love's" producer and director, Davis Weisbart and Henry Levin.

A group of students from Columbia University, where Boone is an undergradute, will also participate in the festivities, sequences of which will be filmed by ABC-TV for use on the singer's weekly variety program.

Wile Speaks This Week At 3 Exhibitor Meets

Robert Wile, 20th Century-Fox's new director of exhibitor relations, left here over the weekend for speaking engagements at three important exhibitor meetings in the south and midwest.

Will Speak in Memphis

Following an address today at a convention of the Theatre Owners of North and South Carolina at Asheville, N. C., Wile will speak tomorrow to a gathering of the Tri-States Exhibitors Association in Memphis, Tenn., and on Wednesday will address the Allied Theatre Owners of Indiana at their special Indianapolis meetings.

Six New Films Are Acquired by Tudor

The acquisition of theatrical rights for the United States and Canada to six new films by Tudor Pictures, Inc., has been announced here by Tudor president, Moe Kerman. Titles are: "The Crooked Sky," "Kill Me Tomorrow," "Million Dollar Manhunt," "Mailbag Robbery," "Assignment Redhead" and "One Extra Day."

Kerman will be in Chicago Oct. 17 and 18 at the Blackstone Hotel to confer with midwest and southern franchise holders.

... NEWS ROUNDUP

UA-Berkley Books in Tie-up

United Artists has concluded a major national tie-up with Berkley Books in behalf of Batjac-Panama's "Legend of the Lost." The pocket book will be merchandised from coast to coast, with the retail advertising crediting the film.

■

'Kwai' Sold Out in London

"The Bridge on the River Kwai" is sold out for the first eight weeks of its two-a-day run at the Plaza Theatre in London, it was learned by Columbia Pictures here on Friday. The film will open in the U.S. in December, on a 10-performances-a-week basis, at the RKO Palace here and at the Egyptian Theatre, Los Angeles.

■

'Search' Aids Dallas Library

A thousand-dollar check was given to the Fine Arts Department of the Dallas Public Library as a result of the premiere performance of Cinerama's "Search for Paradise." The benefit was sponsored by the Dallas Federation of Music Clubs.

■

Miami Drive-in to Smith

Smith Management Co., Boston, has taken a long term lease on the 800-car Lejeune Drive-in, Miami, Fla. Built seven years ago, the theatre has been operated by Sol Lerner of New York for the past year. Its acquisition by the Smith interests marks the fourth theatre in Florida this circuit has taken over this year.

■

Detroit Theatre Reopening

E. B. Dudley, operating under the name of Victory Amusement Enterprises, has leased and will reopen the Victory Theatre, Detroit, which has been dark several years. It was formerly operated by the Cohen Circuit.

Set 'Deluxe' Finish Date

A target date of mid-September 1958 for the completion and world premiere of "Deluxe Tour," the first production to be filmed and exhibited in the new Dimensional CinemaScope 55 process, has been set by producer Darryl F. Zanuck. The debut of the 20th Century-Fox attraction at that time will mark the fifth anniversary of the introduction of the original CinemaScope with "The Robe."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor: Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PARAMOUNT

is proud to present the newest boxoffice achievement from

PERLBERG and SEATON

THE TIN
STAR

. . . with all the deep insight of their "Country Girl"

THE TIN
STAR

. . . all the emotional violence of their "Bridges At Toko-Ri"

THE TIN
STAR

. . . all the passionate power of their "Proud and Profane"

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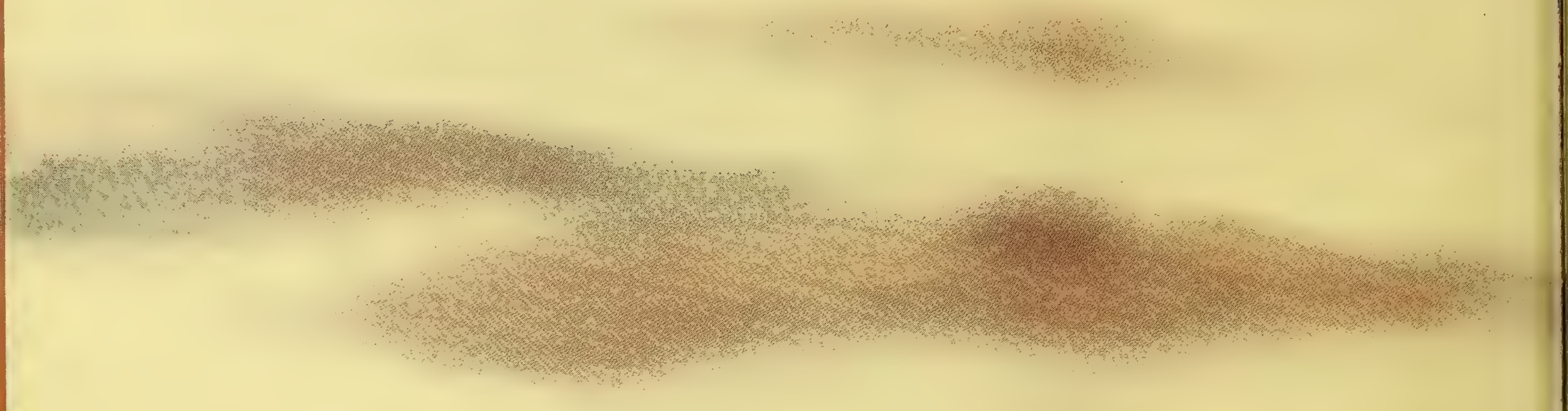


Paramount presents

HENRY FONDA · ANTHON

IN A **PERLBERG-SEATON** PRODUCTION

THE TIN STAR

co-starring

BETSY PALMER · MICHEL RAY · NEVILLE BRAND · JOHN McINTIRE

Produced by William Perlberg and George Seaton · Directed by Anthony Mann · Screenplay by Dudley Nichols
From a Story by Barney Slater and Joel Kane · A Paramount Release

GREAT PRODUCERS MAKE GREAT PICTURES–
nd for years the great boxoffice team of Perlberg
nd Seaton planned a top-grossing action attraction when
hey could find the story that was big enough, unusual
nough. Here it is–built for big boxoffice:

MASTERPIECE IN MATURE ENTERTAINMENT! For $40 a month and
shiny Tin Star . . . the young sheriff faced the mob alone . . . except
r the angry ex-sheriff who couldn't watch him die and a hero-worshipping
oy who lived only for the day he'd wear a Tin Star of his own!

PERKINS

*"WHEN YOU WEAR THE TIN STAR –
YOU'RE EITHER A BRAVE MAN . . . OR
A DEAD ONE!"*

"In the able hands of
Henry Fonda and Tony
Perkins, THE TIN STAR
shines like gold!"
–Cecil B. DeMille

PERLBERG-SEATON'S

THE TIN STAR

Another of The Golden Fall Hits From
PARAMOUNT!

D. of J. Meet

(*Continued from page 1*)

matters to be taken up at the Allied States convention at Kiamesha Lake Oct. 28-30. In a bulletin sent out by Abram F. Myers, general counsel, to Allied members the Paramount acquisition of the Esquire Theatre, Chicago, is linked with the proposals for production by circuits.

The bulletin states that Paramount's statement that there was no bar against theatre acquisitions by Paramount is "technically accurate," but it "leaves open the question of good faith compliance with the company's declared purpose in entering into the decree," and also "leaves open the question of the legality of such acquisitions under the general law as distinguished from the law of the case."

'Nice Hearing,' Says Phillips

In commenting on the Washington conference at the Justice Department, Louis Phillips, vice-president and general counsel of Paramount Pictures, said: "It was a nice hearing. Everybody let their hair down and expressed themselves in a friendly way, but I don't think anybody can speculate on what the results will be."

Harry Brandt, president of the Independent Theatre Owners Association, said: "All who had anything to say were given a chance to express themselves. The exhibitor opinion was unanimous that the major circuits should be allowed to produce. These circuits with their showcase houses represent about 80 per cent of the important theatre bookings and we certainly need the product they can provide. I hope the conference will lead to a revision of the consent decrees."

Others who attended the gathering said that it had been useful, but would not venture any opinions on what the results would be.

Levin Going to Europe To Promote S. F. Fete

Special to THE DAILY

SAN FRANCISCO, Oct. 13, Irving M. Levin, coordinator for the First Annual International Film Festival here, has left for Europe to contact important heads of motion picture distribution throughout the world.

The main purpose of Levin's trip s to facilitate preparation of English sub-titles, an obstacle which had delayed several foreign entries, deadline for which is Oct. 23. The festival will open Dec. 4 for a two-week period.

Levin, representing the San Francisco Art Commission—sponsored competition, will stop at Rome, Paris and London.

The San Francisco competition is the culmination of two national festivals, the Italian and the French, held here last fall and spring. It was decided to combine and enlarge the event under Art Commission sponsorship to global proportions.

Way Clear for Loew's Meet

(*Continued from page 1*)

William Kirkpatrick of Philadelphia.

Judge Kirkpatrick had been assigned to sit in the Delaware case. At the end of an all day hearing in Washington Thursday he said he would announce his decision "probably by Saturday."

Decision Telephoned

This case was an appeal by Tomlinson for a stay to prevent use of Loew's president Joseph R. Vogel's proxies on the ground that the statements therein violated Securities and Exchange Commission rules. Kirkpatrick beat his own prediction by 24 hours and telephoned his decision to Wilmington Friday morning. It was a refusal to interfere and a dismissal of the case.

While this was going on a five-man bank of judges in the New York Appellate Court upheld an injunction of New York Supreme Court Justice Morris Spector handed down August 8 barring any interference with the stockholders' meeting in New York. That means that any attempt to hold up the session will be in violation of the court order.

Charged Proxy Falsity

The Tomlinson move into the Federal court was based on the claim that SEC regulations had been violated by the Vogel proxy statements and the allegation that they were untrue. Arthur G. Logan, for Tomlinson, reviewed the controversy from 11:20 to 2:30 on Thursday and repeated the charges of mismanagement he has made so many times in the series of legal maneuvers. Louis Nizer, special counsel for Loew's, Inc., spoke from 2:30 to 4:15 and declared there had been no impropriety in the proxy statements. He argued that the same issues had been raised by Ralph Campbell, Kentucky stockholder, in the Delaware Chancery court, and Chancellor Seitz had refused to interfere with the meeting.

Nizer Urged Speed

Nizer contended that all of Tomlinson's moves had been aimed at preventing the stockholders from voting on the control of their own property and that it was not a proper function of Tomlinson, their agent, to prevent them from voting. He appealed to the court for speed.

The previous day, Wednesday, Nizer and Logan argued in the ancient courthouse at Dover, Del., before three judges of the Delaware Supreme Court on the appeal taken by Tomlinson from a decision by Chancellor Seitz nullifying the acts of Tomlinson's directors at the rump meeting July 30. It was a Colonial setting in a room large enough for ten persons.

On Tuesday Vogel testified practically all day in an examination before trial and swore to affidavits used in the Wednesday hearing. He answered every allegation made by Tomlinson. His statements were supported by Ogden Reed, former director, insofar as they referred to a July 12 meeting of the board.

Vogel's testimony related the fact that Arthur Andersen & Co., accountants, had been called in to streamline the company accounting procedures. This was designed to refute Tomlinson's statement there had been negligent management. Vogel testified he had done everything possible to adopt new methods and his statements were upheld in an affidavit from Robert H. O'Brien, financial vice-president of the company.

The ruling of Appellate Division No. 5 on Friday was a coincidence. This appeal from Judge Spector's injunction had been since mid-August. The court unanimously refused to reopen the case or to interfere with Judge Spector's injunction against interference with the Tuesday stockholders' meeting.

'Rump' Meeting Treated

The judgment of the Delaware Supreme Court on the July 30 'rump' meeting, rendered in a few paragraphs, pointed out that it will require considerable time to go into details of the action. The verdict was handed down by the full bench of the state Supreme Court, which included Chief Justice Clarence A. Southerland and Judges Daniel F. Wolcott and Howard W. Bramhall.

The decision stated in part that it is the court's opinion that "the last sentence of Article 5, Section 2 of the by-laws providing for the filling of vacancies on the board of directors by the directors in office must be construed to apply only to cases in which the number of directors in office is less than a quorum. If it were not so construed a conflict would exist between the provision of Article 5, Section 2 and the provisions of Article 2, Section 8, Paragraph 13 and 14 and Article 3, Section 1.

"The so called 'except clause' of Article 2, Section 5, does not in our opinion relate to quorum regulations but to cases in which the affirmative vote of a greater number of directors than a majority is required for a corporate action."

List Industries

(*Continued from page 1*)

sification for List Industries, which includes as subsidiaries, RKO Theatres, textile finishing plants, oil and gas, commercial real estate and warehouse properties. Glen Alden interests include anthracite coal, air conditioning and trucking.

Mamoulian for 'Porgy'

HOLLYWOOD, Oct. 13 – Rouben Mamoulian has been signed to direct the forthcoming Samuel Goldwyn production of "Porgy and Bess." Mamoulian directed the original Broadway production of the Theatre Guild's "Porgy."

Gordon Allied Key Speaker

Special to THE DAILY

WASHINGTON, Oct. 13.—Julius M. Gordon, president of Allied States Association, will make the keynote speech at the group's national convention at the Concord Hotel, Kiamesha Lake, N. Y., Oct. 28 through 30, it was announced at the organization's headquarters here.

The announcement said that the subject of Gordon's speech would not be revealed in advance, but indicated that it would probably contain a review of the Allied head's policy of cooperation "with anybody at any time for the good of the industry" as expressed when he assumed the presidency last Feb. 2.

Points to 'Speculation'

The announcement continued: "There is speculation in Allied ranks as to whether he (Gordon) will review the cooperative movements initated or joined in by him; whether he will reveal the manner in which his efforts were met by other branches of the industry, and whether he will appraise the results attained."

At the same time, it was reported that discussion of the acquisition by Paramount Pictures of the Esquire Theatre in Chicago has been added to the agenda of the convention. "Exhibitors will be asked to consider what action, if any, they should take at this time," it was said.

Three Questions Posed

"If necessary, in order to avoid collapse of the divorcement provisions of the decrees, should they withdraw their support from the circuit's applications for leave to make and distribute pictures? Should they resist any modification which would permit the film companies to acquire theatres, regardless of the ambitions of the circuits, in regard to production and distribution? And if it should develop that Paramount acquired the Esquire Theatre with the consent and approval of the Department of Justice, how and in what quarters should a campaign to force Paramount to relinquish its ownership be made," the announcement explained.

Shapp to Speak

Another speaker added to the convention agenda at the weekend was Milton Shapp, president of Jerrold Electronics Corp., who will discuss cable theatres.

Sid Stern, general chairman of the convention, said that Jerrold will attempt to connect its equipment to the Concord Hotel's closed circuit system so that delegates can see the system at work in the 175 rooms wired to the hotel's co-axial system. Shapp will explain telemovies and show pictures of what has been going on in Bartlesville, Okla.

At the conclusion of the demonstration there will be an open forum moderated by Herbert Barnett, of National Theatre Supply.

Full-Page, 4-Color Ad Promotes Old Films on TV

Special to THE DAILY

SPOKANE, Wash., Oct. 13 – Promotion of the television showing of former theatrical films reached a new high here last week when station KHQ-TV took a full-page, four color ad in the "Spokesman-Review" to announce the premiere showing of its newly acquired MGM library.

The ad, in red, yellow, blue and black, included stills from 18 of the MGM features, named the stars and the time and date of the forthcoming TV showings. The station is spotting the pictures in three different feature film shows each day, at 3 P.M., 5 P.M. and 10:30 P.M.

U-I Sales Meet

(*Continued from page 1*)

David A. Lipton, directing the discussion.

Following the local sessions seven district meetings will be held.

Those attending are: F. J. A. McCarthy, assistant general sales manager; P. T. Dana, eastern sales manager; Foster M. Blake, western sales manager; Henry H. Martin, southern sales manager; James J. Jordan, circuit sales manager; and the following district managers: Joseph Gins, Boston; P. F. Rosian, Cleveland; Manie M. Gottlieb, Chicago; Lester Tucker, Kansas City; Barney Rose, San Francisco; James V. Frew, Atlanta, and Robert N. Wilkinson, Dallas.

Others present will include: F. T. Murray, manager of branch operations and maintenance; G. J. Malafronte, assistant branch operations head; Irving Weiner, print department manager; Joseph Rosen, New York, branch manager; Charles Simonelli, eastern advertising and publicity department manager; Clark Ramsay, executive assistant to Lipton; Philip Gerard, eastern publicity manager; Jeff Livingston, eastern advertising manager; Herman Kass, eastern exploitation manager, and Ben Katz, midwestern advertising and exexploitation representative.

AA Appoints

(*Continued from page 1*)

AA International's operations in the United Kingdom, and he will also handle the company's interests in other areas.

Murray, who will headquarter in London, shortly embarks on a tour of major European centers where AA International maintains offices.

Tent 35 Luncheon

(*Continued from page 1*)

industry have promised to attend, including: Joseph R. Vogel, Ned Depinet, Leopold Friedman, Arthur Krim, William J. German, Eugene Picker, Sam Rinzler, Alex Harrison, Julius Joelson, Max A. Cohen, Jack Cunliffe, Fanny Holtzmann and Richard Walsh.

Broidy Report

(*Continued from page 1*)

Tax Law, it was announced on Friday by Steve Broidy, president, in the annual report of the company. This was compared to a profit of $371,875 in 1956 after income taxes of $430,000.

"During the current 1957-58 fiscal year we plan to carry forward with our program of pictures carefully budgeted to meet conditions of the market," Broidy stated; declaring further that with the losses and write-offs of 1957 behind them, the current fiscal year should show much better results.

Broidy also made the following statements regarding the financial condition of the company:

"Total gross income amounted to $18,138,000 as compared with $16,977,000 in 1956. Our domestic and Canadian film rental income in 1957 totaled $13,822,000 as compared with $13,854,000 in 1956, and foreign film rentals were $3,980,000 in 1957 as against $2,946,000 in 1956.

"As of June 29, 1957, our current and working assets exceeded current liabilities by $4,027,000. Bank loans amounted to $3,577,000.

"Inventories declined to $6,615,000 from $9,219,000 one year earlier, reflecting release and substantial amortization of higher budget pictures. As of June 29, 1957, we had a backlog of 14 pictures awaiting release.

See L. A. Pay-TV O.K.

(*Continued from page 1*)

analysis report made by the city administrative office, it was disclosed on Friday by a City Hall spokesman.

Councilman L. E. Timberlake, heading the Committee on Industry and Transportation, will make the report recommending the council's simultaneous acceptance of all three bids, which were identical in their application for same terms.

Upon adoption by the council, the city attorney will be instructed to prepare franchise ordinances for approval by the Public Utilities and Transportation Commission and the council, as a final step in granting the franchises.

The analysis report was instigated by Councilman John C. Holland, who opposed awarding the pay-television franchise to anyone until the Brooklyn Dodgers deal was settled.

RCA, Ampex Exchange Video Tape Patents

The signing of an agreement for the exchange of patent licenses covering video tape recording and reproducing systems for both black-and-white and color was announcement at the weekend by the Radio Corporation of America and Ampex Corporation.

These systems enable the recording on magnetic tape of scenes, information and sound for later reproduction, not only for television broadcasts, but also for other professional and commercial purposes.

Television Today

IN OUR VIEW

AN INTERESTING point of view emerged the other night from a discussion session held by the Academy of Television Arts and Sciences in New York. Panelists at a Forum held at CBS Studio 51 were Herbert Brodkin, producer; Norman Felton, director, and Rod Serling, writer, and each in his own area an eminent television craftsman.

Of greatest interest, industry-wide, were comments on censorship, which Mr. Brodkin characterized, and rightly, as one of the areas of greatest interest to the industry and its people. Asked whether censorship is good or bad, Mr. Brodkin replied that it tended to be bad, because it represented, not considered policy, but a grouping of small opinions originating with sponsor, agency or network on the subject of what is good or bad for a segment of their audience with special interests. He suggested, and with reason, that the policy "grows through fear of antagonizing special groups, government agencies and the like."

•

It was apparent that Mr. Brodkin's references were to internal, or intra-industry censorship, rather than that type of censorship, the more objectionable kind, imposed by an outside, legal or governmental source. Mr. Brodkin said further that in his opinion there was much less censorship (internal) than people thought, and that "any subject written with taste and intelligence can be done on TV." Those two words, "taste" and "intelligence" are most significant. Used separately, they can be misleading in this connection, but used together, with emphasis on the second of the two in many cases, they clearly can indicate a safe approach to subject matter.

Mr. Serling, in the censorship discussion, opined that if there were a clear line of demarcation between the commercial and the content of the show, there would be no need for censorship. "There is no association between the content of the magazine and its advertisers in the mind of the reader," he declared, so that if the public understood that the program did not necessarily represent the opinion of the sponsor, there need be no fear of program content on the part of the sponsor or agency. This seems to us an over-simplification, and in any case, the magazine reader never thinks of content and ads in the same thought, so to speak, while in viewing a television program, it comes all wrapped up in the same parcel, and it is practically impossible for the average viewer to dissociate the two. Especially is this true when the commercial comes in the beginning, along the way once or twice, and at the end.

Censorship, from whatever source, is to be deplored, fought against, prevented if possible, and contested if and when it arrives. But fundamentally, the only safe and sure method of preventing or circumventing censorship from the outset, is to give it no opportunity to rear its head. The method is all too obvious, yet all too often neglected, ignored or brushed aside.

—Charles S. Aaronson

'26 Men' Series Looks Promising

M. P. DAILY picture

GOOD GOODS. George Schupert and our Charles S. Aaronson (left) admire the saddle and its silver, at the Old West party Schupert and his ranchmen contrived the other day at Shor's. George and his guests peered over their highball glasses at tomahawks, rifles, and other symbols of history, and then at the first episode of "26 Men."

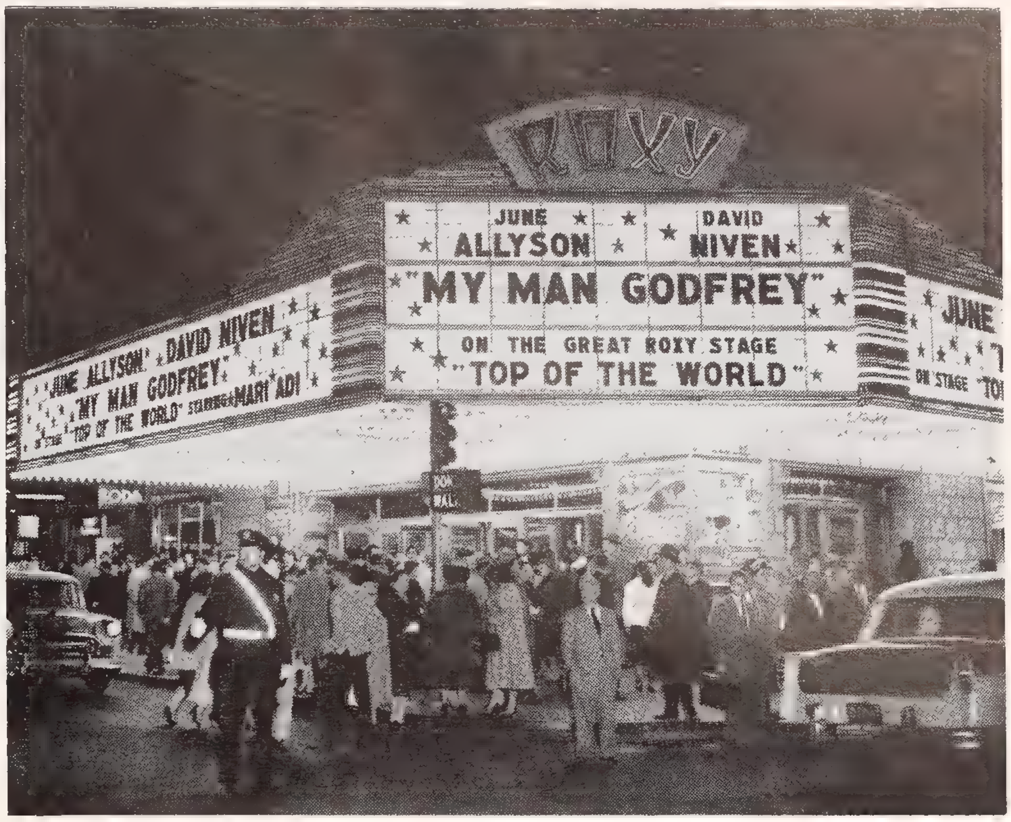
ABC Film Syndication's new Western series, "26 Men," which will start in 41 states this month, offers an authentically-based, straight-to-the-line subject, which should fit smartly into the current pattern of TV action material. Sponsored by White Owl Cigars and Brylcream, the series is based on the actual exploits of the famed Arizona Rangers, only 26 men (that was all the legislature budgeted), who helped to hold the line for law and order in Arizona Territory between 1901 and 1909.

The redoubtable Captain Tom Rynning is in the person of Tris Coffin, who is properly authoritative and fearless, and young Kelo Henderson, who plays the young, new and gunfast Ranger. The first episode is straight action, well produced, clean cut and uncluttered, and looks to be highly marketable.—*C. S. A.*

EVERY DAY ON EVERY CHANNEL TV
BROOKS COSTUMES
3 West 61st St., N.Y.C.
Tel. PL. 7-5800

Gala Roxy Debut For U.I.'s "My Man Godfrey"

UNIVERSAL-INTERNATIONAL's "My Man Godfrey," in Eastman Color and CinemaScope had its glittering pre-release World Premiere at the Roxy Theatre in New York on Friday with June Allyson, co-star of the film with David Niven, and producer Ross Hunter participating. It is to be followed by a similar gala premiere at the Chinese Theatre in Hollywood next Thursday sponsored by the Hollywood Chamber of Commerce. The celebrity premiere at the Roxy in the evening followed regular public showings during the day and was covered by press, newsreels and radio. Among the guests were Universal's district sales managers who arrived in New York at the weekend for their week-long Sales Executives Conference which starts this morning at the Essex House. Participants included Universal's home office executives headed by Milton R. Rackmil, president; Alfred E. Daff, executive vice-president and Charles J. Feldman, vice-president and general sales manager.



Part of the crowd attracted to the Roxy to view the evening's premiere activity.

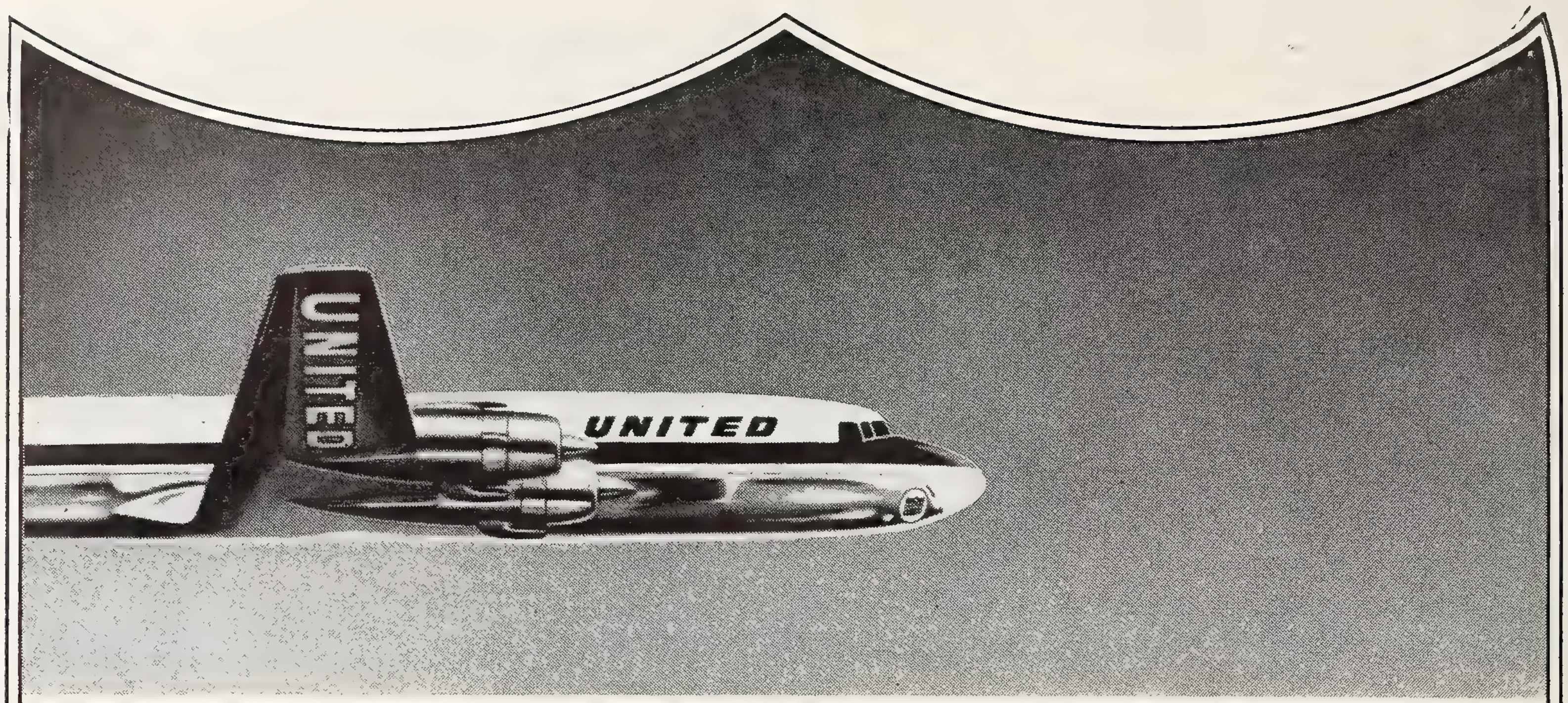
ilton R. Rackmil, June Allyson, Robert C. Rothafel, Roxy managing rector; Alfred E. Daff and Charles J. Feldman.

Universal's home office sales executives: F. J. A. McCarthy, P. T. Dana, James J. Jordan, Foster M. Blake and Henry H. Martin.

astern division manager Dana, second from eft, with district managers, left to right, P. F. osian, Joseph Gins and New York branch anager Joseph P. Rosen.

Western division manager Blake, second from right, photographed with district managers, left to right, Manie M. Gottlieb, Barney Rose and Lester Zucker.

Southern division manager Martin, center, is shown here prior to the premiere with district managers, left to right, James Frew and R. N. Wilkinson.



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MOTION PICTURE DAILY

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and
to the
Point

L. 82, NO. 74 NEW YORK, U.S.A., TUESDAY, OCTOBER 15, 1957 TEN CENTS

les Meet Told

niversal Will elease 39 in ext 12 Months

ıckmil, Feldman, Daff ldress Executives Here

(Picture on page 2)

niversal-International will increase number of its feature releases ing the 1957-58 selling period ting in November to 39, the larg- total in its recent history, Charles eldman, vice-president and gen- sales manager, said at the open- session of the company's confer- e of sales executives at the Essex ıse here yesterday. The confer- es will continue throughout the k.

)f the 39 pictures to be released,

(Continued on page 2)

A Stockholder Meet ated for Nov. 13

From THE DAILY Bureau

IOLLYWOOD, Oct. 14.—Allied ists Pictures will hold its annual kholders meeting at the office of e company e on Nov. at 11 A.M., ockholders re advised in notice sent today. Ma- business will the election nine board ectors to ve for the uing year.

Of those minated for ction seven now members of the board. e new nominees are Sherrill Cor-

Steve Broidy

(Continued on page 7)

Television Today Page 6

Report Republic Stockholders To Seek Control of Company

From THE DAILY Bureau

HOLLYWOOD, Oct. 14 — Several stockholders of Republic Pictures, clients of the Francis I. du Pont brokerage firm, with 247,000 shares among them, intend to file with the Securities and Exchange Commission for proxy solicitation rights to challenge control of the company's present management, a spokesman for the brokerage firm said today.

Film-Industry Sponsored Academy Show Okayed

From THE DAILY Bureau

HOLLYWOOD, Oct. 14 — Approval for the first motion picture industry-sponsored Academy Awards show in history was obtained late today at the first meeting of the six-man committee formed to coordinate all Academy-industry-sponsored activities. Date of the 30th Academy Awards presentation, which will be broadcast and telecast over the NBC networks, will be March 26, 1958, it was announced by George Seaton, president of the Academy.

Fred L. Metzler was appointed committee chairman and will represent the Academy, together with

(Continued on page 2)

Stanley Warner Buys Five Penn. Theatres

Special to THE DAILY

PHILADELPHIA, Oct. 14.—Stanley Warner Theatres, acting on the request of the beneficiaries of the Taylor and Zimmerman Theatres estate, as provided under provisions of a long term lease, have purchased five theatres here—the Keystone, Lib-

(Continued on page 7)

Supreme Court Blocks Gen. Aniline Stock Sale

From THE DAILY Bureau

WASHINGTON, Oct. 14.—The Supreme Court in effect blocked government plans for early sale of most of its controlling interest in General Aniline and Film Corp.

It agreed to review a lower court

(Continued on page 2)

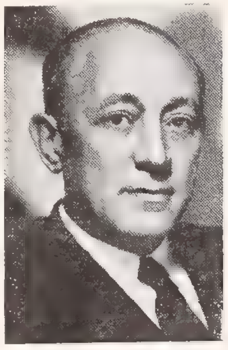
The Big Day Arrives

Loew's Stockholders Convene Here Today

Series of Court Battles Between Vogel and Tomlinson Reach Climax

By JAMES M. JERAULD

Today is the big day in the turbulent Loew's, Inc., situation which began to boil at the last annual stockholders' meeting in February and has been steaming ever since as a result of Joseph Tomlinson's efforts to take over control of the corporation from Joseph R. Vogel, president. Stockholders will convene at Loew's State Theatre here today at 10 A.M.


Joseph Vogel

At the February meeting Vogel had been in office since the previous October and Tomlinson had had auditors at work in the home office in an unsuccessful effort to uncover something that would aid him in in-

(Continued on page 7)

W.B. Ad-Pub. Staff Is Cut

Sweeping changes in Warner Bros. home office advertising-publicity department were revealed by the company yesterday.

Robert S. Taplinger, vice-president and director of advertising and public relations, said that an outside advertising agency will be retained in the near future to handle ad campaigns on forthcoming product, and that other functions of the home office advertising department will be transferred to the Burbank studio with Gilbert Golden, advertising manager, in charge.

Golden has been scheduled to

(Continued on page 6)

Lois Evans Elected President of WOMPI

Special to THE DAILY

MEMPHIS, Oct. 14.—Miss Lois Evans of this city was elected Sunday as president of the Women of the Motion Picture Industry at the second day's session of the three-day convention at Hotel Peabody.

Other officers named were: vice-president, Mrs. Myrtle Parker, Charlotte; corresponding secretary, Miss Katherine Randle, Memphis; recording secretary, Mrs. Laura Kenny, Jacksonville; treasurer, Mrs. Anna Oliphant, New Orleans, eastern regional director, Mrs. Eileen Olivier, Washington, and western regional director, Mrs. Dorothy Pabst, Des Moines.

A total of 36 delegates attended

(Continued on page 7)

Rank Will Produce 20 At $14,000,000 Cost

Special to THE DAILY

LONDON, Oct. 14.—The Rank Organization will produce 20 pictures at a cost in excess of $14,000,000, according to John H. Davis, deputy chairman and managing director. The product will be aimed for the international market.

The company's artists are growing

(Continued on page 7)

Alton Sims of Memphis To Head Tri-State TO

Special to THE DAILY

MEMPHIS, Oct. 14 — Tri State Theatre Owners new president for 1958 will be Alton Sims of Memphis, Rowley United Theatres. He succeeds Roy L. Cochran, Little Rock,

(Continued on page 7)

PERSONAL MENTION

HERBERT J. YATES, president of Republic Pictures, has returned to Hollywood from New York.

•

Leo F. Samuels, Buena Vista general sales manager; James O'Gara, Eastern division manager, and Ned Clarke, foreign sales head, have returned to New York, Samuels and O'Gara from Canada, and Clarke from Mexico.

•

Arnold Kaufman, RKO Teleradio vice-president in charge of the administrative committee, left here on Sunday for London via B.O.A.C.

•

Marvin Atlas, assistant secretary of Loew's, Inc., returned to New York yesterday from the Coast.

•

George Weltner, president of Paramount Film Distributing Corp., will leave New York today by plane for Hollwood en route to Tokyo. Jerry Pickman, vice-president, will leave the Coast tomorrow by plane for Honolulu.

•

Louis Astor, Columbia Pictures sales executive, will leave here today for Los Angeles.

•

Walter Wanger will arrive in New York tomorrow from the Coast.

•

Hugh Owen, vice-president of Paramount Film Distributing Corp., is in Washington today from New York, and will be in Pittsburgh tomorrow.

Modify Michigan's Tax On NSS Ad Materials

Special to THE DAILY

DETROIT, Oct. 14.—Allied of Michigan has finally won the final round of its three-year battle for removal of the three per cent sales and use tax from most of the advertising accessories supplied by National Screen Service. The tax continues, however, on stills, six-sheets, 24-sheets and window cards.

An appeal in the case was entered by the Michigan Department of Revenue, and this has been dismissed effective retroactively to Sept. 18. An agreement was reached in which the state agrees to waive all unpaid back taxes on rentals and sales from NSS, and those exhibitors who have paid, even under protest, will not seek any refunds.

AT THE OPENING session of Universal's sales conference here yesterday: Milton R. Rackmil, president; Charles J. Feldman, vice-president and general sales manager; and Alfred E. Daff, executive vice-president.

Supreme Court

(*Continued from page* 1)

decision dismissing a suit by Interhandel, a Swiss holding company, to recover its General Aniline stock vested by the government during World War II. Present law prohibits the government from disposing of its stock while there is any litigation pending.

The district and circuit courts dismissed Interhandel's suit on the ground that the company refused to obey a district court order to produce all pertinent records regarding the ownership of Interhandel. Interhandel produced some of the records and said others had been taken over by the Swiss government and could not be obtained, but this argument was rejected in the lower courts. The high court, in taking the case, said it would try to determine whether Interhandel had refused to obey the lower court order or had tried to obey it but could not.

B & H Earns $769,939 For '57 Third Quarter

Earnings of the Bell & Howell Co. for the third quarter of 1957, a substantial portion of which came from equipment used in the production and exhibition of commercial motion pictures, were approximately $769,939 after taxes, B&H president Charles H. Percy revealed here yesterday.

Academy Show

(*Continued from page* 1)

Valentine Davies. Other committee members are Jerry Pickman and Roger Lewis, representing the MPAA, and Daniel Taradash and Jerry Wald, representing the independent producers and all other participants.

"There will be no commercial sponsorship of the awards show," Seaton said, "and there will be no advertising for producing companies, films or personalities."

Two Trust Suits Filed At Charleston, S. C.

Special to THE DAILY

CHARLESTON, S. C., Oct. 14.—Two anti-trust suits have been filed in U. S. District Court here with total triple damage claims of $1,350,000.

In one action, Lawrence H. Ayres, owner of the St. Andrews Drive-in, Charleston, the Summerville Drive-in, Summerville, and Holly Hill Drive-in, seeks $1,000,000 from the Pastime Amusement Co., Consolidated Theatres, Inc., operators of three drive-ins, and the eight majors, Paramount, Loew's, 20th Century-Fox, Warner Bros., RKO, United Artists, Universal-International and Columbia, on the ground that they have withheld product.

In the second, Lawrence H. Ayres and his wife, Ruth, allege an unlawful combination through use of clearances, and admission prices that delay their product bookings.

'Exurban' Premiere for Fox's 'Down Payment'

Marking the first "exurban" premiere of a motion picture, Jerry Wald's "No Down Payment," a 20th Century-Fox release dealing with life in an "exurban" community, will be given a special preview showing Friday night at the Syosset Theatre, Syosset, L. I.

Selected residents of more than 20 participating Long Island communities will be guests at the preview and at a barbecue cookout.

Services for Mrs. Flynn

Services will be held tonight at the Walter B. Cooke Funeral Home, Jackson Heights, for Mrs. Ira D. Flynn, wife of Joseph Flynn of the M-G-M exploitation department, who died on Sunday following a protracted illness. Funeral tomorrow will be private.

'U' to Release

(*Continued from page* 1)

33 are either completed or before th cameras, Feldman said, which w permit the company to develop exte sive pre-selling planning for almo a year in advance.

The sales executives also heard Mi ton R. Rackmil, president, at the se sion yesterday. He said the company program of release for 1957-58 rep resents the greatest production inves ment in its history. In another speec Alfred E. Daff, executive vice-pres dent, mentioned several outstandin properties the company has acquire for production next year and in th future.

Goldenson Rites Today

HOLLYWOOD, Oct. 14.—Funera services will be held at 1 P.M. tomor row in Hollywood Cemetery Chape for Lee Goldenson, 80, father o Leonard Goldenson, president o American Broadcasting - Paramoun Theatres. He died at Cedars of Leba non Hospital following a long illness He is survived also by his widow an two daughters.

UA Signs with Odell

United Artists has signed a contrac with J. Harold Odell, vice-presiden of Commonwealth Management Corp Puerto Rico, which operates 52 thea tres on that island, to release "Coun terplot" and "Machete," two films t be made on location in Puerto Ric with Odell as executive producer U.A. vice-president Arnold Picke announced here yesterday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"LES GIRLS" starring
GENE KELLY • MITZI GAYNOR
KAY KENDALL • TAINA ELG
An M-G-M Picture in CINEMASCOPE and METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
- EDITING ROOMS
- STORAGE ROOMS
- SHIPPING ROOMS
- OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

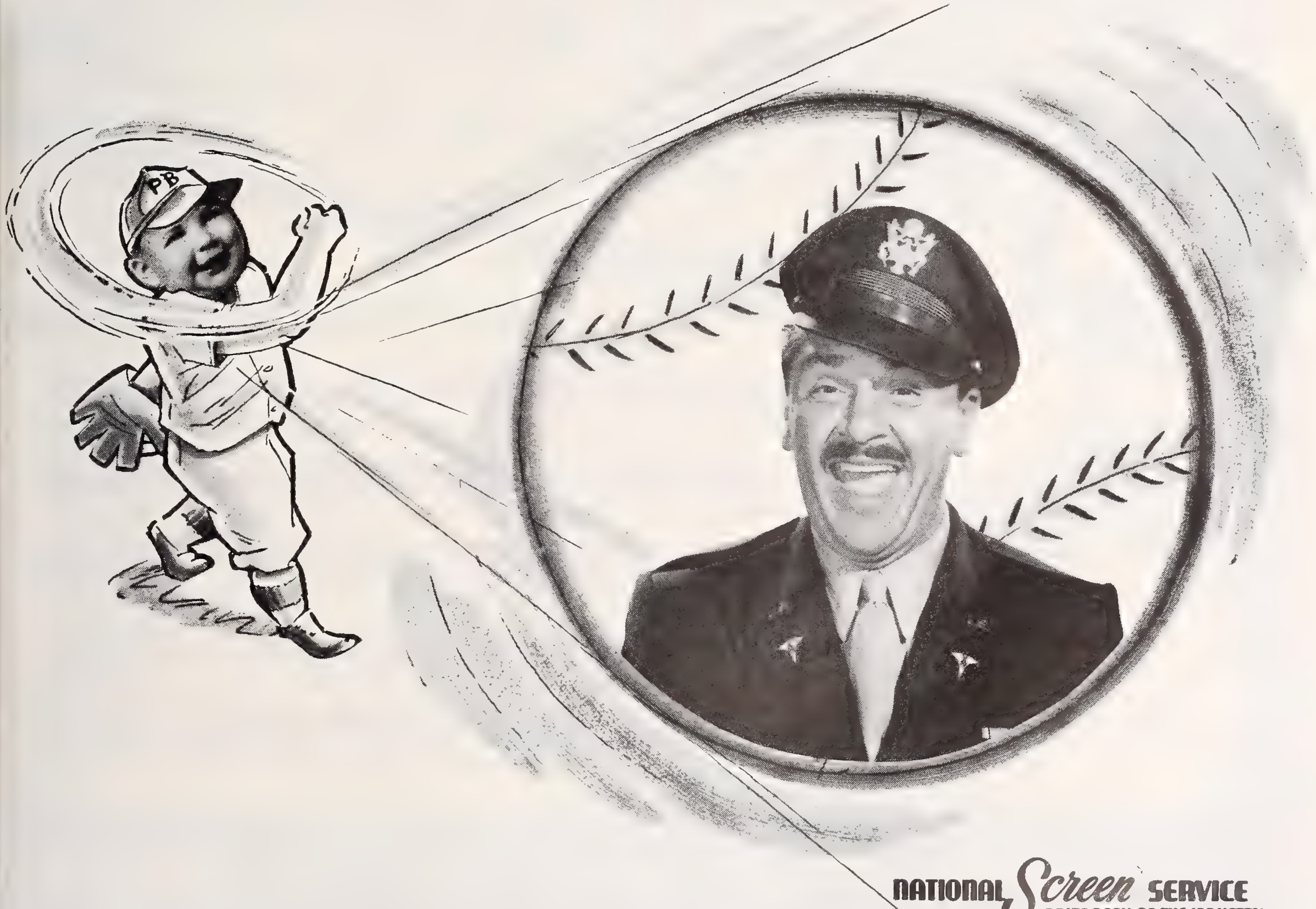
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

"BALL" THREE!

Theatre operators "on the ball" will take advantage of the special three-for-one trailer package on "Operation Mad Ball," starring Jack Lemmon, Ernie Kovacs, Kathryn Grant, Arthur O'Connell and Mickey Rooney.

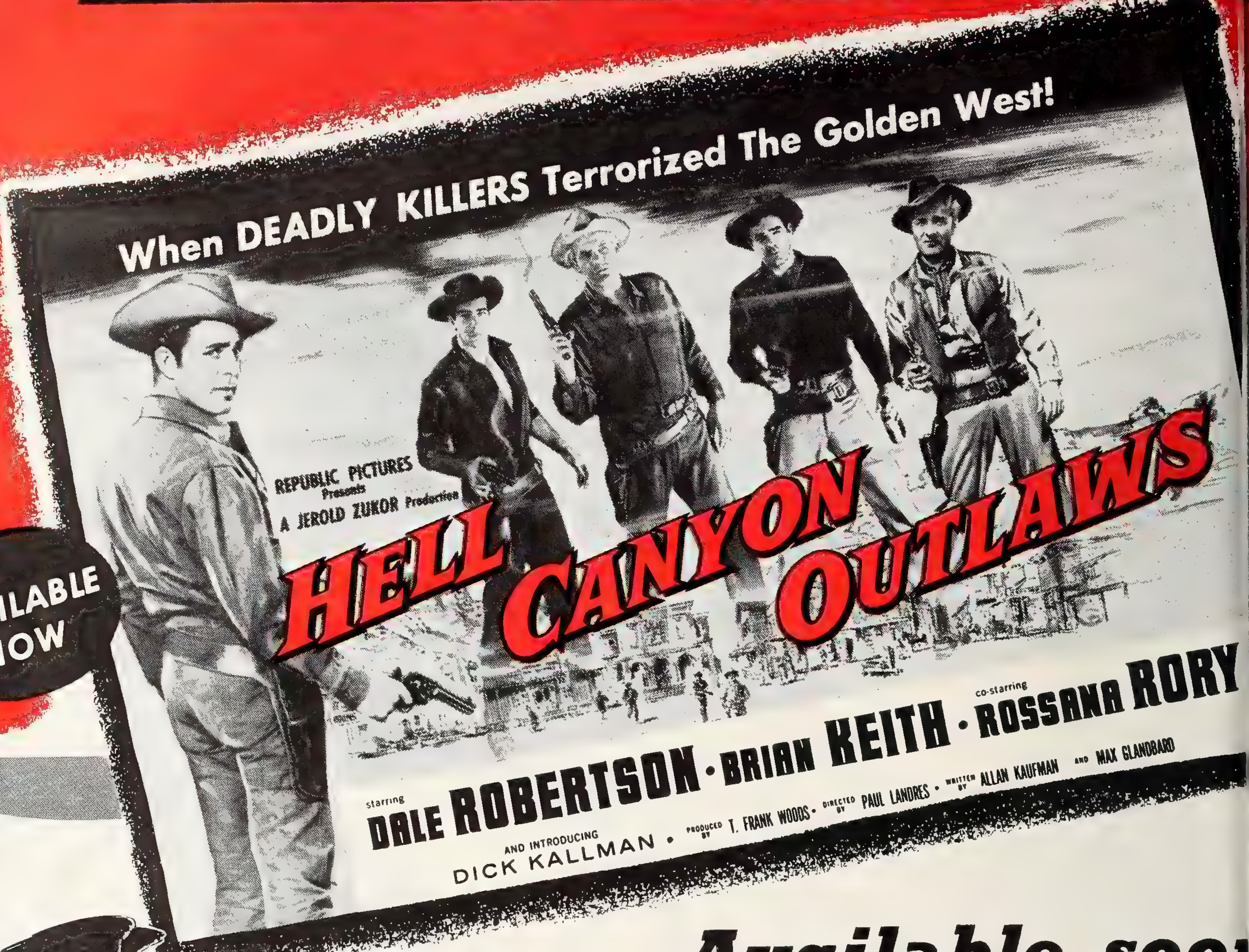
For the price ordinarily paid for one standard trailer, the Prize Baby, in cooperation with Columbia Pictures, is offering a package consisting of two teasers and a most irregular, regular trailer; the latter narrated by the unorthodox Mr. Kovacs.

This Kovacs trailer is rich with humor, originality and a fresh-selling approach. Your audience will take the pitch . . . and you will have a hit show!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

REPUBLIC HAS THESE RELEASES READY NOW!



When DEADLY KILLERS Terrorized The Golden West!

REPUBLIC PICTURES Presents A JEROLD ZUKOR Production

HELL CANYON OUTLAWS

starring DALE ROBERTSON · BRIAN KEITH · co-starring ROSSANA RORY

AND INTRODUCING DICK KALLMAN · PRODUCED BY T. FRANK WOODS · DIRECTED BY PAUL LANDRES · WRITTEN BY ALLAN KAUFMAN AND MAX GLANDBARD

Available soo

RAIDERS OF OLD CALIFORNIA
JIM DAVIS · ARLEEN WHELAN · FARON YOUNG

THE CROOKED CIRCLE
JOHN SMITH · FAY SPAIN · STEVE BRODIE — *NATURAMA*

THUNDER OVER TANGIER
ROBERT HUTTON · LISA GASTONI · MARTIN BENSON

GUNFIGHT AT INDIAN GAP
VERA RALSTON · GEORGE MACREADY · ANTHONY GEORGE — *NATURAMA*

HELL SHIP MUTINY
JON HALL · JOHN CARRADINE · PETER LORRE

REPUBLIC PICTURES

and from AB-PT soon *A Picture as Dari*

THE QUIET MAN *Color by TECHNICOLOR*

LAST STAGECOACH WEST *NATURAMA*

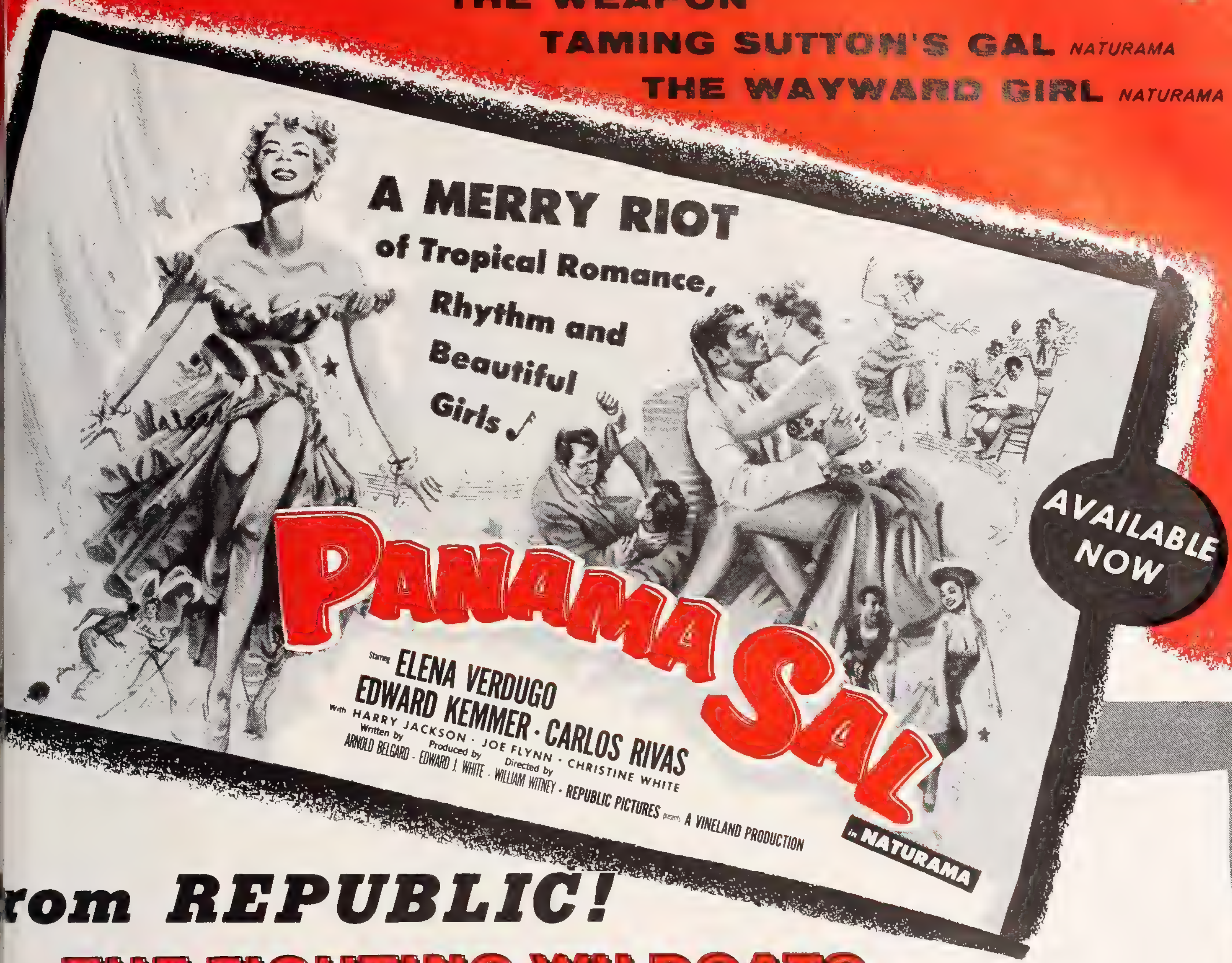
OPERATION CONSPIRACY

PAWNEE *TRUCOLOR*

THE WEAPON

TAMING SUTTON'S GAL *NATURAMA*

THE WAYWARD GIRL *NATURAMA*



A MERRY RIOT of Tropical Romance, Rhythm and Beautiful Girls

PANAMA SAL

Starring ELENA VERDUGO

EDWARD KEMMER · CARLOS RIVAS

with HARRY JACKSON · JOE FLYNN · CHRISTINE WHITE

Written by ARNOLD BELGARD · Produced by EDWARD J. WHITE · Directed by WILLIAM WITNEY · REPUBLIC PICTURES presents A VINELAND PRODUCTION

in NATURAMA

AVAILABLE NOW

rom REPUBLIC!

THE FIGHTING WILDCATS

KEEFE BRASSELLE · KAY CALLARD · KAREL STEPANEK

OUTCASTS OF THE CITY

OSA MASSEN · ROBERT HUTTON · MARIA PALMER

SCOTLAND YARD DRAGNET

ROLAND CULVER · PATRICIA ROC · PAUL CARPENTER

JUVENILE JUNGLE

COREY ALLEN · REBECCA WELLES · RICHARD BAKALYAN

INTERNATIONAL COUNTERFEITERS

GORDON HOWARD · TRINA GARDEN

s Its Title

EIGHTEEN AND ANXIOUS

Television Today

Who's Where

George Zurich has been appointed manager of CBS Television Sales Service. **Robert L. Pike** has been named to succeed him as assistant manager of CBS TV Sales Service.

□

Harold G. Towlson has been named manager of engineering for the General Electric Company's Technical Products Department at Syracuse, N. Y. He was formerly manager of broadcast transmitter engineering. He replaces **C. G. Lloyd** who was recently named general manager of the company's Specialty Electronic Components Department at Auburn, N. Y.

□

Sherman M. Fairchild, president, Fairchild Recording Equipment Co., Long Island City, has been elected president of the Audio Engineering Society.

Solons Scheduled to Address NARTB Meets

Special to THE DAILY

WASHINGTON, Oct. 14. – The 1957 NARTB regional conferences move west this week with meetings at the Hotel Multnomah, Portland, Ore., tomorrow and Tuesday, and the Brown Palace, Denver, Colo., on Thursday and Friday.

Guest speaker at the Region 8 conference in Portland will be Governor Robert D. Holmes, who will address the broadcasters at the first day's luncheon session. The banquet will be held at Amato's Nightclub.

The Region 7 conference in Denver will have Sen. Gordon Allott (R., Colo.) as the banquet speaker. Robert Eastman, president of the American Broadcasting Network, will address the Friday luncheon.

Harold E. Fellows, NARTB president, will speak on "A Time for Decisions" at both first-day luncheons.

Saul H. Bourne Dies

Saul H. Bourne, 73, head of Bourne, Inc., music publishers, and a director of Ascap since 1921, died here Sunday following an operation at Doctors Hospital. The deceased was associated for many years with Irving Berlin in the music publishing field. He formed his own firm in 1944.

SPECIAL TRAILERS
Are a MUST in every live-wire theatre operation. When you need the finest quality in the fastest possible time order from . . .
FILMACK
CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue

CAPSULE CRITICISM

• OUR boy Mickey Rooney proves once again his versatility in doing a warm, happy job of **"Pinocchio" (NBC)** Sunday evening. The old and lovable story has been given expert television attention, with a notably effective cast including Walter Slezak, Fran Allison, Martyn Green, Stubby Kaye, Jerry Colonna, and Mata and Hari. Alec Wilder's music is headed for the hit parade, and William Engvik's lyrics and Hanya Holm's choreography are slick and smooth. It is then doubly too bad that the commercials were too many, with too much concentration on a bargain-day promotion, that cast members were dragged into the commercial pitch, and that some of their costuming was aped by the pitch-girl. Good show—bad commercial handling. —C.S.A.

• WHEN the real pros get rolling, you've got yourself a show—most times, and that's the case with **"The Edsel Show" (CBS),** which was a sparklingly crisp piece of TV. The pair of pros were Bing Crosby and Frank Sinatra, aided at times by Rosemary Clooney (another pro) and a guy or two like Louis "Satchmo" Armstrong. It was a musical hour of entertainingly nonchalant give-and-take, in words and music, as only these two can do it. They carried the whole thing, instead of emceeing a vaudeville show, and the result was one of the best. CBS reports an average rating of 40.8, ranging from an opening 35.2 to a high of 46.3. There was good reason. The show delivered. —C.S.A.

• THE **Standard Oil Company's 75th Anniversary Show (NBC)** Sunday evening opened with a joyful bang, maintained a fine pace for approximately three-quarters of the way, then slowly dissolved in a belaboured (sic) institutional cartoon created by Britain's Ronald Searle. The ingenious camera work, headlong pace and stylish mounting of the Kay Thompson opening were, indeed, difficult things to top in the ensuing show, but the all-star cast turned in several top performances. Highlights included the Donald O'Connor-Sid Miller outline for a proposed horror-musical, a Marge and Gower Champion choreographed "In the Still of the Night" and the amiable spoofing of Bert Lahr and Jimmy Durante, self-billed as NBC's answer to CBS's teaming of Crosby and Sinatra the previous hour. —V.C.

RKO Television Moves

RKO Television, a division of RKO Teleradio Pictures, Inc., has moved its offices from 1440 Broadway to 1270 Avenue of the Americas.

WB Staff-Cut

(*Continued from page* 1)

transfer to the studio in the near future.

In addition, a wide variety of publicity and promotion activities will be consolidated or curtailed, with the home office department reduced proportionately. Some staff reductions also will be made in the studio publicity department.

Some 32 Affected

Approximately 32 persons, some of them with the company for many years, are being laid off. Among those affected are: Kenneth Aneser, head of advertising production, and his assistant, Ed Weisberg; Sidney Rechetnik, trade press contact; Irving Windisch, newspapers; Sid White, radio, TV; Leo Wilder, magazines; John Tirman, columns; Jerry Mendelwitz, advertising copywriter; Robert Boehnel, special events; Vernon Goldsmith and Walter Shapiro, press books; Larry Margolies, still department; Phil Golthelf, field force, and 19 ad department artists.

Not affected are Meyer Hutner, publicity manager, and Charles Cohen, assistant.

Those whose jobs were abolished were given two weeks notice and double severance pay of 24 weeks in most instances. Those whose work is being transferred to the Coast, of whom the advertising artists are the largest single group are being given 60 days notice and severance pay.

Publicists Guild Takes Note

The Screen Publicists Guild held an emergency meeting here yesterday on the development. A spokesman said that 32 of 45 SPG members at the Warner home office are affected. He said an effort will be made to determine whether the absorption of duties of persons let out imposes unreasonable burdens on those remaining, among other things.

A company press release on the subject said that "Plans currently are under way to streamline every phase of Warner Bros.' global operations in order to maintain and strengthen the company's position of leadership in the industry. Warners, which recently announced it has an $85,000,000 investment in film properties, will devote careful pre-production analysis to every individual story in the interests of maximum entertainment values, and is creating brand new merchandising concepts to secure highest potential of boxoffice returns," according to Jack L. Warner, president.

Garber Publicity Head For AB-PT Pictures

From THE DAILY Bureau

HOLLYWOOD, Oct. 14 – Jack Garber has been named publicity-exploitation director of AB-PT Pictures Corp. by Irving H. Levin, president. Garber is a veteran of the Balaban and Katz publicity-advertising department, Chicago, and was most recently with the Allied Artists studios.

Odeon Honors Queen with British Film Week

Special to THE DAILY

OTTAWA, Oct. 14 – The Ode Theatres circuit has declared Briti Film Week starting today throu Saturday in commemoration of t visit of Queen Elizabeth.

Every Odeon theatre will prese a full-length British film or sho subjects during the period.

A. A. 'Holders

(*Continued from page* 1)

win, president and director, Corwi Theatres Corp.; and Paul Porzelt, partner in Emanuel Deetjen and Co investment bankers.

The company sustained a loss $1,783,910 for the fiscal year ende June 29, 1957, and this loss include "certain large write-offs of an extraordinary character," Steve Broidy, president, says in a report accompanying the statement. (Details of th financial report were published i MOTION PICTURE DAILY yesterday.

'Persuasion' a Disappointment

Broidy points out that costs totalin $465,000 resulting from abandonmen of a motion picture project, necessitated by physical difficulties and high costs encountered in the preliminary work, were charged off. He also said that "Friendly Persuasion" ha so far not shown a profit because o its high negative, print and advertising costs, and the company has so fa been "disappointed" with domestic box office results from "Love in the Afternoon." Both pictures are expected to do better in foreign markets, he asserted, and should eventually show profits.

Broidy also states in the report that he volunteered a revision of his employment contract applicable to the year 1957, whereby he agreed to forego the sales commission he was entitled to receive. He predicts the current fiscal year will show better results, due, in large measure, to "corrective steps" taken in planning new pictures "budgeted to fit present conditions."

Some Stock Reductions

Reductions in outstanding preference and common stock have been made in 1957, the report also states. A total of 3,165 shares of preferred were converted into 6,950 shares of common; no shares of preferred were retired through the sinking fund; and 6,300 shares of preferred were purchased on the open market and retired. As of Aug. 31, there were 96,445 preferred shares outstanding.

SW Meeting Today

A meeting of Stanley Warner zone managers, other field and home office officers and executives will be held today. Harry Kalmine, vice-president and general manager, will preside, and Samuel Rosen, executive vice-president, will address the meeting.

Loew's Meet

(*Continued from page 1*)

lling a management of his own oice. A compromise board of di- tors was named at the meeting, h six listed as Tomlinson support- and six for Vogel and with Ogden Reid as a "neutral" member.

The internal struggle did not ak into print for several months, hough rumors of dissension were rrent and it was reported that uis B. Mayer might return to the npany as a Tomlinson executive, h Stanley Meyer as president.

On July 26 Vogel threw down the ge of battle and called a special eting of stockholders for Septem- 12 for the purpose of increasing board from 13 to 19 members. He omitted a list of nominees for the cancy. This will raise the quorum quirement from seven to nine.

Answered with 'Rump' Meeting

Tomlinson countered with a mp" meeting of the board at ich he "elected" two directors in ler to get a quorum of seven.

The battle has been in court with- interruption since that time, with result that the meeting was de- ed from September 12 to October and Chancellor Collins J. Seitz Delaware ruled that Vogel could use his proxies to remove Tom- son and Meyer from the board cause they had not had an oppor- ity to put up a defense.

Tomlinson has been checkmated every court move he has made by uis Nizer, special attorney for ew's, Inc. Nizer sought and ob- ned a New York Supreme Court unction to bar interference with stockholders' meeting, but this plied in New York State. Tomlin- made two unsuccessful attempts get this injunction removed. The pellate Court finally upheld Judge ector's stay last Friday.

Three Decisions in One Day

This was one of three decisions in ingle day. The first was the refusal U.S. District Court Judge Kirk- trick to interfere on Tomlinson's im that the Securities and Ex- ange rules had not been complied th and that proxy statements con- ned false statements. The second s a decision by the Delaware Su- eme Court that it would not issue stay.

Tomlinson will go into the meet- in Loew's State Theatre today hout an opposition slate of direc- s to oppose to the Loew slate, but has asked stockholders to revoke proxies already sent in for Vogel. w many did so will not be known until the tellers finish counting. An executive of Loew's State said yesterday he expected the big Broadway house would be closed most of the day because of the stockholders meeting.

At the September 12 meeting which was limited by court order to the receipt of a motion to adjourn Irving M. Greenfield, secretary of the company, announced that the management had 51 per cent of the votes present. This was necessary in order to show a quorum present.

REVIEW:

The Tin Star

Perlberg-Seaton—Paramount—VistaVision

THIS FIRST venture into the western field by the veteran producing team of William Perlberg and George Seaton is the second film of that type for Anthony Perkins, Paramount's most up-and-coming young actor currently named the number one "Star of Tomorrow" in "Motion Picture Herald's" poll last week. "The Tin Star" is similar to his first, "The Lonely Man," in that it emphasizes characterizations and a moral lesson over action elements. But this time the diverse factors have been more successfully blended to produce a solid piece of entertainment that should please both the devotees of "adult" westerns and the less discriminating, too.

As his co-star Perkins has Henry Fonda, whose name is associated with many an outstanding western of the past and whose appearance in a new one should be good news to the older patrons. When this is combined with the appeal that Perkins has for the younger generation, business prospects of "The Tin Star" look bright indeed.

The major action scenes—a pursuit of outlaws and a gun duel—do not occur until near the end, but that is deliberate—and effectively so—in the story pattern that Dudley Nichols has carefully contrived. The plot centers around the tutoring which a retired sheriff, played by Fonda, gives a novice sheriff, played by Perkins, in the complicated duties of keeping law and order in a frontier town. The first instruction includes such things as handling a gun and learning when not to interfere in a bar room brawl, and it is natural that the early pace should be moderate. But later it begins to quicken when the town doctor is murdered, and the young sheriff is faced, first, with bringing the killers to justice, and, second, with preventing the town bully from organizing a lynching party.

These scenes are tense and exciting, under the direction of Anthony Mann, who also has done an excellent job in sustaining interest in the earlier and slower episodes. He was aided in this immensely by the fact that Fonda and Perkins give first-rate performances, developed in strongly individual and interesting styles. Good, too, is Betsy Palmer, who figures in a romantic subplot with Fonda as a widow ostracized by the town because she had been married to an Indian. Michel Ray is cast as her young son, who plays a part in the violence at the end. These latter two characters are used to indict prejudice against Indians, but the point is not labored.

Mary Webster is pert in a small role as Perkin's girl friend, and Neville Brand is fittingly obnoxious as the town bully. John McIntyre, one of Hollywood's most reliable character actors, gives his usual expert performance as the doctor who is murdered.

The picture was admirably photographed in black-and-white VistaVision.

Running time, 93 minutes. General classification. Release, in November.

RICHARD GERTNER

Alton Sims of Memphis

(*Continued from page 1*)

who was elected chairman of the board. Officers were nominated by the nominating committee at today's session and approved by the board of directors late this afternoon. They are scheduled to be confirmed by the convention proper tomorrow morning.

Other officers to be elected tomorrow are: Lloyd Royal, Meridian, Miss., secretary treasurer; vice-president from Mississippi, Leon Roundtree, Holly Springs; vice-president from Tennessee, Bill Brewster, Dixon; vice-president from Arkansas, Doyle Branscom, Harrison; Theatre Owners of America representatives from Arkansas, K. K. King, Searcy; from Mississippi, Charles Eudy, Union; from Tennessee, Nathan Flexer, Waverly.

Rank to Make

(*Continued from page 1*)

in acceptability and their world reputations are growing, says Davis. In addition, the program will be supported by international stars, both from Europe and the United States.

The organization now has 12 pictures in various stages of production. Those being filmed are: "A Tale of Two Cities," "Carve Her Name With Pride," "Violent Playground," "The Gypsy and the Gentleman," "Innocent Sinners," "Wisdom's Way" and "Rooney." In the cutting rooms are: "Just My Luck," "Dangerous Exile," "The One That Got Away," "Robbery Under Arms" and "The Naked Truth."

Stanley Warner Buys

(*Continued from page 1*)

erty, Orpheum and Fairmount, all neighborhood houses, and the first-run Stanley in nearby Chester, Pa.

Stanley Warner had been paying $100,000 net rent yearly with an option to buy at $1,600,000; but could be compelled to buy at $1,100,000 at any time requested by the beneficiaries, Mrs. Zimmerman, widow of one of the owners, the Forrest Home for Actors and Actresses, the University of Pennsylvania, and the Actors Fund of America. The circuit reportedly paid $225,000 down, with the balance on mortgage.

Lois Evans Elected

(*Continued from page 1*)

from eleven WOMPI clubs—New Orleans, Jacksonville, Dallas, Des Moines, Toronto, Kansas City, Charlotte, Atlanta, Denver, Washington and Memphis.

Formation of a club in London was discussed. One of the convention highlights was a moonlight ride on the Mississippi.

'Spee' Bows Tomorrow

The Rank Organization's "Pursuit of the Graf Spee" will have its American premiere at the Saenger Theatre in New Orleans tomorrow as part of a 200 theatre territorial saturation.

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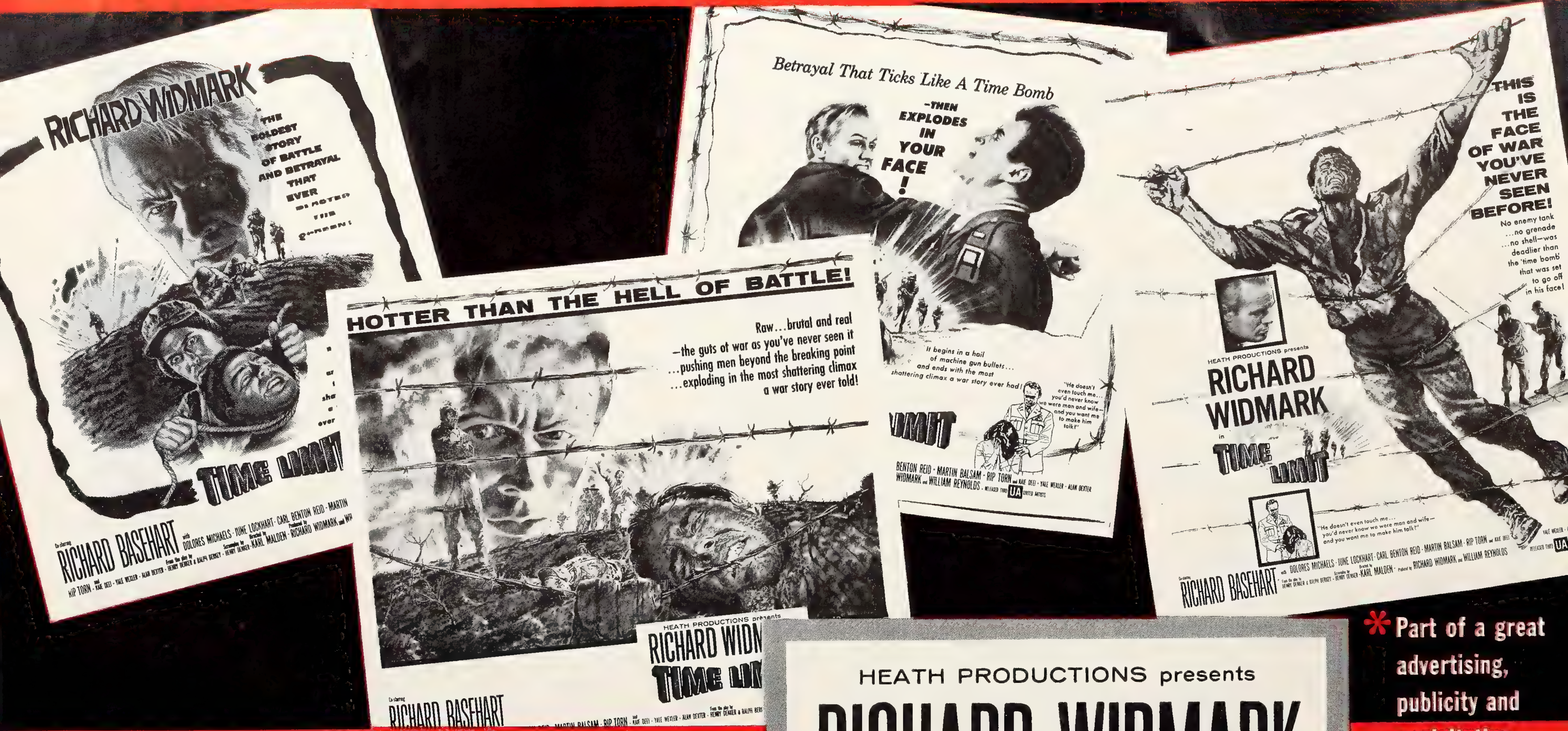

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Betrayal That Ticks Like A Time Bomb

–THEN EXPLODES IN YOUR FACE!

It begins in a hail of machine gun bullets... and ends with the most shattering climax a war story ever had!

"He doesn't even touch me... you'd never know we were man and wife—and you want me to make him talk!"

TIME LIMIT

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WIDMARK and WILLIAM REYNOLDS · RELEASED THRU UA UNITED ARTISTS

THIS IS THE FACE OF WAR YOU'VE NEVER SEEN BEFORE!

No enemy tank ...no grenade ...no shell—was deadlier than the 'time bomb' that was set to go off in his face!

HEATH PRODUCTIONS presents RICHARD WIDMARK in TIME LIMIT

"He doesn't even touch me... you'd never know we were man and wife—and you want me to make him talk!"

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HOTTER THAN THE HELL OF BATTLE!

Raw...brutal and real—the guts of war as you've never seen it ...pushing men beyond the breaking point ...exploding in the most shattering climax ...a war story ever told!

HEATH PRODUCTIONS presents RICHARD WIDMARK TIME LIMIT

Co-starring RICHARD BASEHART

HEATH PRODUCTIONS presents

RICHARD WIDMARK

in

TIME LIMIT

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All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

L. 82, NO. 75 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 16, 1957 TEN CENTS

LECT 9 VOGEL NOMINEES TO LOEW'S BOARD

verwhelming Stockholder Support Given Management

rogress Made y 'Harmony,' tellings Says

Special to THE DAILY

SHEVILLE, N. C., Oct. 15. – ked progress in the efforts of all nbers of the motion picture indus- to work together for the common d was heralded by Ernest Stell- , TOA president, in a speech here ay before the annual convention he North and South Carolina As- ation. He cited in particular sev- projects which TOA had set as ectives at its 1956 convention and ed achievements in regard to each. While there are still disturbing vexing problems, from day to , between exhibition and distribu- ," Stellings said, "there is no ques- but what the entire industry real- that all its elements must work ether to make this a better in- try."

he "new harmony" has ben par- larly helpful, the TOA president lared, in the assistance given hun- ds of distressed theatres which e able to remain open through re-

(*Continued on page* 8)

rolina Group Asks rict Code Conformity

Special to THE DAILY

SHEVILLE, N. C., Oct. 15.–The eatre Owners of North and South olina, meeting in closed session ay at the 45th annual convention, sed several resolutions including a

(*Continued on page* 8)

elevision Today Page 8

Univ. Sets 22 for Release in 6 Months

Universal Pictures has set 22 films for release during the first six months of the 1957-58 selling season beginning next month, Charles J. Feldman, vice-president and general sales manager, told the company's sales executives at the second day of their week-long conferences at the Essex House yesterday.

The 22 films represent the largest number of feature releases in a six-

(*Continued on page* 2)

Kassler Forms New Distributing Company

Frank Kassler, formerly president of Continental Distributing, Inc., yesterday announced the launching of a new independent distribution company, Kassler Films, Inc., with offices at 1775 Broadway. The company's first release will be the French-language drama, "Razzia."

Harold J. Salemson, of Film Representations, Inc., has been engaged to handle publicity and supervise the exploitation and advertising campaigns on "Razzia," Kassler said.

Tomlinson Forces Elect Briskin As 10th Member But Management Will Challenge Legality of Vote

By SHERWIN KANE and JAMES M. JERAULD

Loew's stockholders, given their opportunity to express themselves at their special meeting in Loew's State Theatre here yesterday after a month's delay occasioned by the legal maneuvers of dissident stockholder and director Joseph M. Tomlinson, overwhelmingly elected nine of 10 new directors proposed by Joseph R. Vogel, president, who issued the call for the special meeting.

The voting in favor of management for the nine nominees of management was 3,449,446. There were 519,435 votes opposed.

The sole consolation of the Tomlinson-Stanley Meyer-Louis B. Mayer faction was their ability to elect Samuel J. Briskin to the board as the 10th new member by virtue of the cumulative voting system in effect at Loew's meetings and the support of the downtown investment firms of Lehman Bros. and Lazard Freres, who voted some 150,000 shares. Tomlinson's holdings are estimated at 240,000 shares. Briskin received 442,-618 votes (without cumulative voting). Under cumulative voting, this came to 4,442,618.

Even that victory by the Tomlinson forces is not a clear cut one.

Vogel, as well as Loew's special counsel, former Judge Simon Rifkind,

(*Continued on page* 6)

May Have FCC Document On Toll TV This Week

From THE DAILY Bureau

WASHINGTON, Oct. 15. – The Federal Communications Commission document setting up the limitations for a proposed test of subscription television may be issued later this week.

The Commission met this morning to discuss the completed document and will resume discussion either tomorrow or Thursday, according to an FCC official. The commissioners will go into it tomorrow if there is time after their regular weekly meeting,

(*Continued on page* 2)

M. P. DAILY picture

AT THE LOEW's stockholders' meeting yesterday: Louis Nizer, special counsel for the company, and Joseph R. Vogel, president.

Carroll, ATOI Official, To Same Post at ITOO

Special to THE DAILY

INDIANAPOLIS, Oct. 15.–William A. Carroll, executive secretary of the Allied Theatre Owners of Indiana, has been named to the same post by Independent Theatre Owners of Ohio, ATOI president Roy Kalver announced at opening of state unit's annual convention here today.

Carroll will retain headquarters here, serving both organizations. He also will help coordinate activities of Allied members in West Virginia.

The opening session passed a reso-

(*Continued on page* 2)

PERSONAL MENTION

JERRY WALD, producer, has returned to the Coast from New York.

•

NATHAN COHEN, director of Anglo Amalgamated Productions, Ltd., will return to London from New York today via B.O.A.C.

•

MORRIS LEFKO, Paramount sales executive for "The Ten Commandments," is in Washington today from New York.

•

CHARLES SCHNEE, producer, will return to the Coast today from New York.

•

FRED ZINNEMANN, producer, will leave New York today for Belgium.

•

HOWARD HAINES, Paramount radio-TV publicist, left New York last night for Chicago.

•

SOL C. SIEGEL returned to New York from Paris Monday via B.O.A.C. He is en route to the Coast.

•

ISADOR M. RAPPAPORT, owner of the Hippodrome, Town and Little Theatres in Baltimore, and MRS. RAPPAPORT, have arrived in London from there.

•

BURT CHAMPION, Paramount publicity manager, returned to New York yesterday from Baltimore.

•

JOHNNY GREEN, M-G-M musical director, returned to Hollywood yesterday from New York.

'Dame' Gross $100,000

MONTREAL, Oct. 15. – "The Hunchback of Notre Dame" is expected to gross more than $100,000 in the first week of its multiple first-run booking in 20 theatres here, Allied Artists Canadian sales manager Jack Bernstein reported today. The week ends tomorrow.

Selznick Films to Arias

Henry B. Arias, veteran foreign distributor, has been named by the Selznick Company, Inc., to handle exclusive distribution in South America of 18 Selznick pictures as well as other Selznick re-issues as they become available.

Univ. Sets 22

(Continued from page 1)

month period in more than 10 years, Feldman said. The previous high was 19, the number released in the six months just ended.

The schedule follows: November—"Slaughter on Tenth Avenue," "Slim Carter," "Escapade in Japan" (RKO) and "Doctor at Large" (Rank). December—"My Man Godfrey," "Love Slaves of the Amazons," "The Monolith Monsters" and "The Violators" (RKO). January—"The Tarnished Angels," "This Is Russia," "All Mine to Give" (RKO), and "Man in the Shadow."

February—"The Girl Most Likely" (RKO), "Flood Tide," and "Touch of Evil." March—"I Married a Woman" (RKO), "A Game Called Love," and "Damn Citizen." April—"The Female Animal," "Day of the Bad Man," "Summer Love," and "The Big Beat."

Malkan Denied Writ In Anti-Trust Suits

Special to THE DAILY

WASHINGTON, Oct. 15.—The Supreme Court has denied a writ of certiorari sought by attorney Arnold Malkan, thus sustaining a decision of the Second Circuit Court of Appeals that Malkan should be disqualified from acting as attorney for two New York drive-in owners in anti-trust suits brought by them against the major distributors.

The action was the last in a series of disqualification proceedings resulting from the employment of attorney David H. Isaacson between 1947 and 1952 by the law firm of Sargoy & Stein, representing the distributors in many different actions. Isaacson later formed a partnership with Malkan and the firm in several instances was disqualified from acting in exhibitor anti-trust suits.

The partnership was later dissolved but in the present case, brought by Harmar Drive-in Theatre, Inc., and Colonial Drive-in Theatre, Inc., Malkan has been disqualified from acting even singly as a result of his partnership with Isaacson.

SPG Meet Protests Warner Dismissals

Members of the Screen Publicists Guild held a mass meeting here yesterday in front of the Warner Bros. home office to protest the company's Monday dismissal of 32 advertising-publicity employees. A spokesman for the SPG said that the guild was trying to arrange a conciliation meeting with Warner executives, but that if these attempts failed, the matter would be brought to the attention of the national officers of the AFL-CIO.

Vote on Sunday Films In Penna. Nov. 5

Special to THE DAILY

PHILADELPHIA, Oct. 15 – Sunday movies will occupy the attention of voters in a number of Eastern Pennsylvania communities on November 5. In suburban Edgmont Township near West Chester, the issue now becomes an academic one although it remains on the ballot. Township supervisors turned down a petition to rezone an area on West Chester Pike for the building of a drive-in by the West Chester Theatre Corp. However, election ballots were already printed.

In Carlisle, near Harrisburg, voters defeated the question in 1949 and 1953, and it has been returned to the ballot following a successful petitioning drive by theatre managers there. Opposition has been organized by a newly-formed citizens committee to resist Sunday movies in Carlisle.

The long legal war against the Sinking Spring Drive-In in, South Heidelberg Township, near Reading, constructed in 1955 at a cost of $400,000 and the scene of the manager's arrest every Sunday since then for illegal operations, appears to be ending. Citizens, opposing the arrests and favoring Sunday movies, asked for the question to be placed on the ballot.

Riddleberger Elected To ABC, AB-PT Posts

Stephen C. Riddleberger has been elected vice-president and comptroller of the American Broadcasting Company division of American Broadcasting-Paramount Theatres, Inc., and assistant treasurer of AB-PT, it was announced yesterday by Leonard H. Goldenson, president of AB-PT.

Riddleberger, who was formerly administrative vice-president of the ABC Radio Network, Inc., a subsidiary of AB-PT, will report in his new position to Simon B. Siegel, financial vice-president of AB-PT.

Riddleberger joined ABC in March, 1952, as radio budget officer. He was promoted successively to administrative assistant of the TV program department, administrative manager of the department and member of the cost control unit.

In November, 1955, he was named business manager for the American Broadcasting Network, and in March, 1957, Riddleberger was elected ABN administrative vice-president.

Detroit Allied Meet

DETROIT, Oct. 15—Allied Theatres of Michigan, Inc., will hold its October meeting on Wednesday at Allied offices at 1:30 P.M.

ATOI's Carroll

(Continued from page 1)

lution condemning the policy "of several of the producer-distributor organizations in withholding from release completed productions except a periods which they mistakenly deem best suited for maximum grosses." It also condemned the decline in the use of color, "the one big star no generally available on home television." The resolution praised 20th Century-Fox and Universal for a "consistent year-around policy."

Divergent views on cable theatres were presented by Keith Coleman Mount Carmel, Ill., exhibitor, and Hugh McLachlan, chairman of Allied's equipment study group. Coleman said "this new medium is a service and convenience."

McLachlan agreed it might be "eventually," but advised going back into the theatre business. "If you invest one dime in cable theatres and tomorrow they allow Telemovies what happens to your investment?" he asked.

Stanley McIntosh, director of community relations for Motion Picture Association of America, and Charles Lord, president of the Newspaper Advertising Executives Association led panel discussions on trade problems.

The two-day meeting closed with the annual banquet in the Marott Hotel tonight.

May Have FCC Plan

(Continued from page 1)

if not, they will resume studying it Thursday.

They are going over it very carefully, the official said, but it is possible they will approve and release it after their next session on it this week.

The document was prepared by the staff after the Commission requested it last month. It has already been reviewed by the Broadcast Bureau and the Engineering Department of the Commission. The job now is to see that it contains all the qualifications and limitations which each commissioner thinks necessary.

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PEOPLE

Joseph Schuch has been named manager of the Roxy Theatre, Northampton, Mass., succeeding **William Sage,** the manager for 23 years, who has resigned to enter another business.

□

W. Robert Dresser, of Trumbull, Conn., long a key figure in industry research and holder of several patents in the development of Cinerama, has been named engineering chairman at New Haven (Conn.) College.

□

Mike Kassel, who in the past has been head booker and office manager for Republic Pictures in Chicago, has been appointed representative for Continental Distributing, Inc., in the Chicago, Milwaukee and Minneapolis territories.

□

Eli Lagoze, formerly of Pittsburgh, Pa., has joined 20th Century-Fox in Philadelphia, covering the upstate Pennsylvania territory.

□

Martin H. Poll, president of Gold Medal-Biograph Studios here, on Saturday will take part in a symposium on film production at the Museum of the City of New York. He will discuss the difference between East and West Coast methods and costs.

□

Howard G. Minsky, Eastern sales manager of International Telemeter Corporation, will be the guest speaker at a special meeting of the Allied Theatre Owners of Western Pennsylvania in Pittsburgh Thursday. The discussion will include a question-and-answer period, and will be held at Western Pennsylvania Allied's headquarters.

'Commandments' Meet Scheduled in Tokyo

Special to THE DAILY

TOKYO, Oct. 15.–The fourth in Paramount's series of worldwide sales and promotion meetings on Cecil B. DeMille's "The Ten Commandments" will be held here next week at the Nikkatsu Hotel, with New York home office executives and Far East managers in attendance.

George Weltner, president of Paramount Film Distributing Corp.; Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, and Charles Boasberg, "The Ten Commandments" worldwide sales head, are due to arrive here on Sunday by plane from Los Angeles and Honolulu. Weltner will circle the globe, visiting various Paramount offices, before returning to New York.

N. Metori, Paramount general manager in Japan, will be host to the delegates from Taiwan, Hong Kong, the Philippines, Thailand, Vietnam, Indonesia, India, Ceylon, Malaya and Australia-New Zealand.

Bartlesville to Fore At Tri-State Meeting

Special to THE DAILY

MEMPHIS, Oct. 15.–Two speakers discussed the Bartlesville, Okla., telemovies experiment before the Tri-State Theatre Owners convention here today. The convention closed tonight.

Herbert Barnett, consulting engineer for General Precision Corp. and National Theatre Supply Co. of New York, said he was glad the project was in the hands of an exhibitor in the city of 30,000 population, and added:

"Cable facilities, at $2,500 a mile, cover 80 per cent of the city. That's about 38 miles of cable. There are two telemovie channels and two regular television stations. Cost of a subscriber to see first run movies in his home on his television set is $9.50 a month."

Looks for 2,500 Installations

R. L. Bostick, Memphis, National Theatre Supply Co. said there are 572 home installations, with 100 more applications on file and 2,500 installations expected by next Labor Day (first anniversary of the project).

Headed by Alton Sims, Memphis, the new president, the entire ticket of officers for the Tri-State convention (as reported in Motion Picture Daily yesterday) was unanimously elected by the convention today.

A session devoted to concessions heard Charles Manley, of Manley, Inc., Kansas City; Vernon Brugge, Purity Products Co., and E. N. Gauly, Coca-Cola Co.

NAC-TESMA-TOA Trade Show Sold Out 91%

Ninety-one per cent of the booth space available for the NAC-TESMA-TOA second international trade show to be held Nov. 20-23 at the Americana Hotel, Bal Harbour, Fla., has already been sold, a spokesman for the Theatre Equipment and Supply Manufacturers Association announced here yesterday. A total of 94 manufacturers and suppliers have contracted for 159 booth spaces of an available number of 173.

The new exhibit hall at the Americana Hotel is in process of completion. A service feature of the trade show will be the establishment of a Servicenter, by which incoming local and long distance calls may be delivered to persons on the floor of the show by a page system.

Girl pages will carry portable wireless speakers of the type recently introduced in drive-in theatres. Messages will be broadcast from the Servicenter and received by the girls, who will proceed to the booth of the person paged and immediately deliver the message.

Hours of the trade show have been altered slightly and are now as follows: Wednesday, Nov. 20–2 P.M. to 6 P.M.; Thursday, Nov. 21–1 P.M. to 6 P.M.; Friday, Nov. 22–1 P.M. to 6 P.M.; Saturday, Nov. 23–10 A.M. to 2 P.M.

Live Orchestral Interlude Cuts Tax for '80 Days'

From THE DAILY Bureau

LONDON, Oct. 12 (By Air Mail) –Mike Todd has introduced a live orchestral interlude into each of the twice-daily performances of "Around the World in 80 Days" at the Astoria Cinema here. The intermission music is the result of an anomaly in the entertainment tax provisions which allows for a rebate of tax where live and film entertainment are blended and where the film section of the show is of "outstanding or unusual appeal."

New Milwaukee Hearing Set on Toll-TV Wires

Special to THE DAILY

MILWAUKEE, Oct. 15 – Another hearing will be held Thursday by the Common Council Utilities Committee before reaching a decision on whether to grant permission for toll-TV companies to negotiate with Milwaukee utilities on a contract to string wires.

Three applications were considered at the last hearing. Skiatron TV, Inc., offered to pay the city a two per cent gross receipts tax. The other applications were from International Telemeter, Subscriber Vision and Phonevision.

Richard Kemper Plans To Retire to Florida

Special to THE DAILY

BUFFALO, Oct. 15 – Richard T. Kemper, an executive with Dipson Theatres for the past 25 years, plans to retire and move to Pompano Beach, Fla. Kemper entered exhibition in 1928 with Paramount Theatres at Woonsocket, R. I. Later he served at Salt Lake City and Ogden, Utah, and was with Loew's in New York when he joined the Dipson organization. He served as city manager in Wheeling, W. Va., and later as contact manager. He went to Buffalo in 1939, when stage shows were introduced at the 20th Century Theatre.

He was associated with Nikita Dipson in the ownership of the Erlanger Theatre here until 1943, when he entered the Air Force. Kemper was zone manager for New York and Pennsylvania in 1953.

R. T. Murphy, 61

Special to THE DAILY

BUFFALO, Oct. 15.–Robert T. Murphy, 61, general manager of the Century Theatre and member of the industy, both in distribution and exhibition for more than 40 years, died today at Millard Fillmore Hospital after a three-week illness. He was with Shea's Theatres from 1926 until 1941.

Murphy was a past chief barker of Tent 7, Variety Club of Buffalo, and a past national canvas man. He is survived by three brothers and a sister.

. . . NEWS ROUNDUP

Leve Conducting 3 Meetings

M. Spencer Leve, Southern California division chief, Fox West Coast Theatres, is conducting three conference meetings in Los Angeles this week for the circuit's theatre managers, outlining highlights of the National Theatres recent convention. Topics include Cinemiracle, diversification, admission prices, policies, taxes, parking, attendance and give-aways, expense control, stage shows, manpower development and money bookings.

■

Seattle Art House Opening

Another Seattle theatre devoted exclusively to "art films" on a week-long basis will open this week, "The Guild 45th," once known as the 45th Street Theatre. Robert Clark, manager, has booked a series of foreign films by French, Italian, Swedish and Danish producers for the fall months.

■

Will Disk 'Arms' Sound Track

The special sound-track album for David O. Selznick's "A Farewell To Arms" will be recorded and distributed by Capitol Records. The album's national release will be timed to the initial Christmas engagements of the 20th Century-Fox attraction.

■

Milwaukee Film Unit Meets

Some 150 persons attended the first meeting of the Better Films Council of Milwaukee County and heard a panel discussion on various phases of the industry. Topics discussed included titles for pictures, action without makeup, development of sound, censorship and its effect, occupations on a movie lot and adventures of the camera-man.

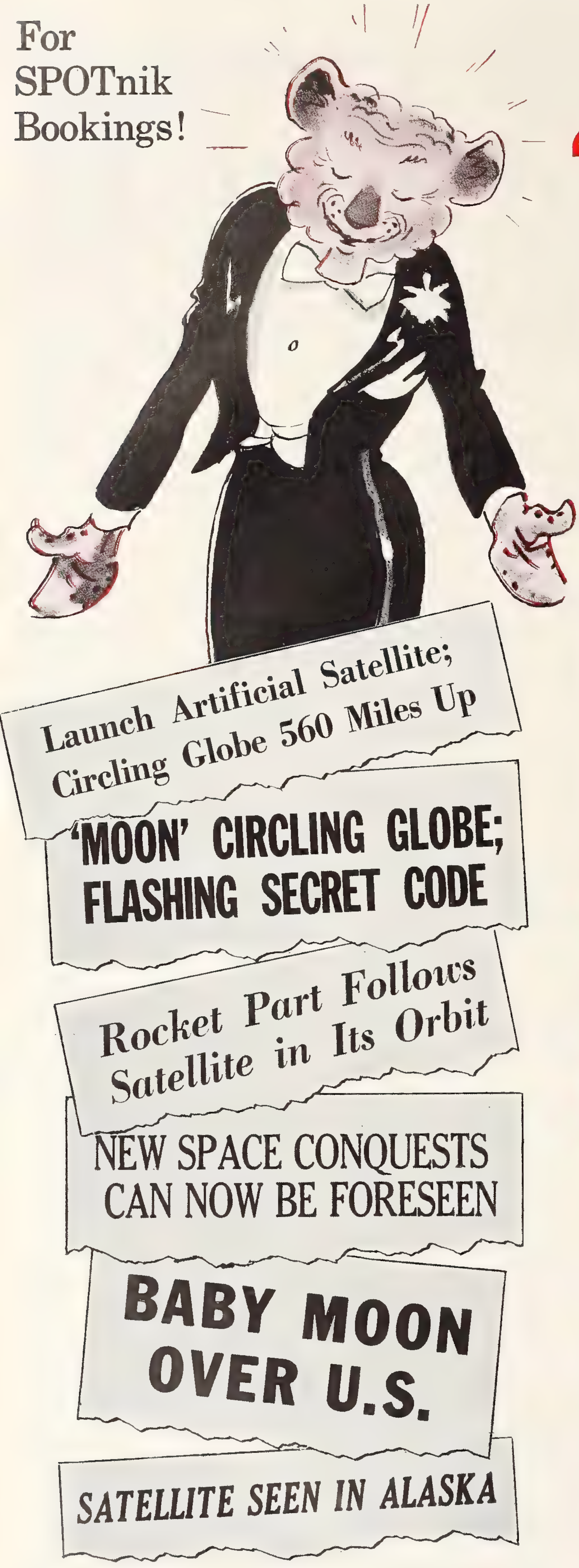
Resolution on Release Policy Passed by IENE

Special to THE DAILY

BOSTON, Oct. 15 – A resolution asking film companies to release a greater flow of product during the ten week period between Labor Day and Thanksgiving was passed here this morning at a board of directors meeting of the Independent Exhibitors, Inc., of New England. The practice of the companies of holding back their important releases for holiday playing time has caused exhibitors to suffer through with only run-of-the mill films which mean little or nothing at the boxoffice, according to the resolution.

The meeting was called by Edward W. Lider, president, and was attended by a full board.

For
SPOTnik
Bookings!



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'MOON' CIRCLING GLOBE; FLASHING SECRET CODE

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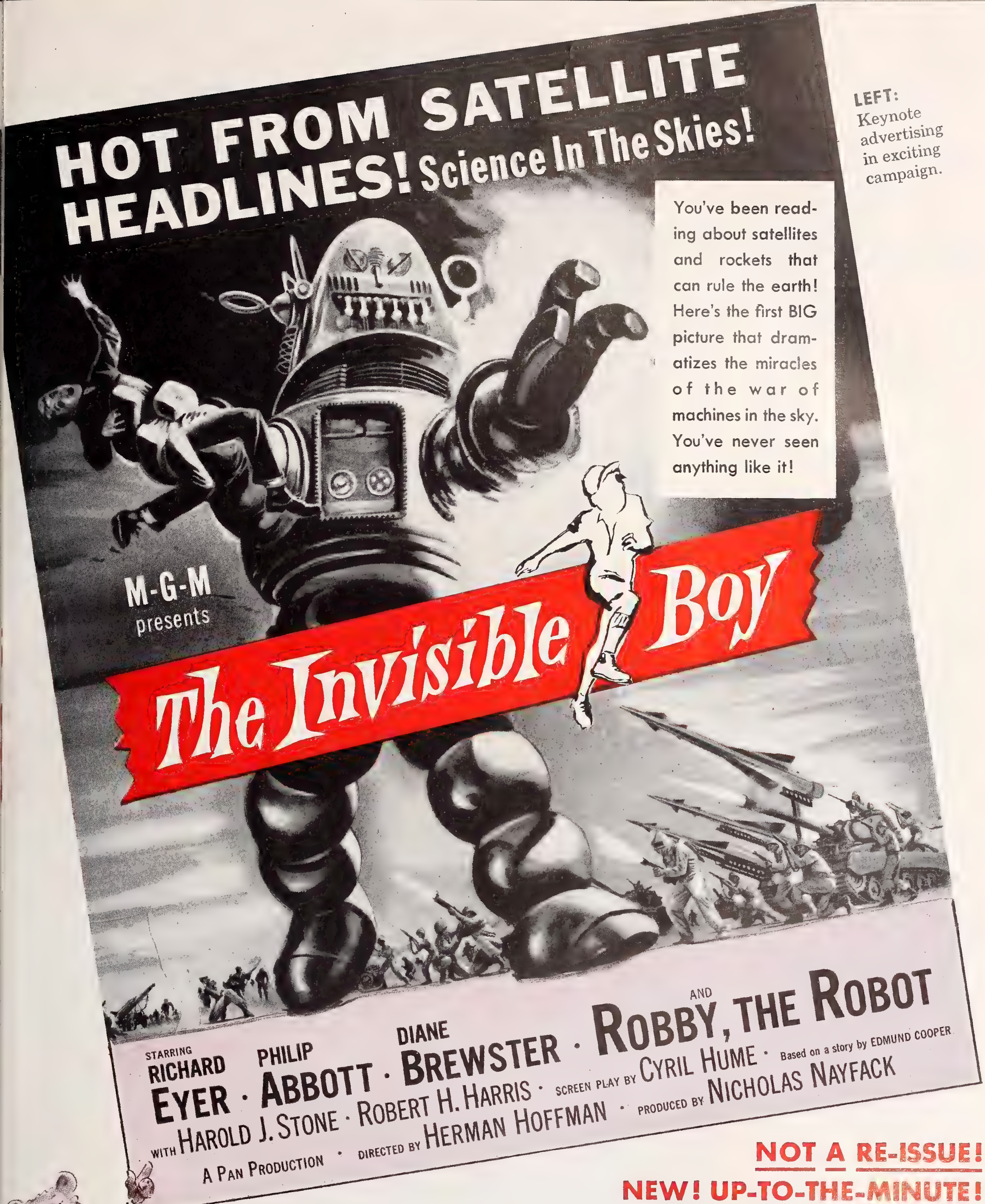

HOT FROM SATELLITE HEADLINES! Science In The Skies!

You've been reading about satellites and rockets that can rule the earth! Here's the first BIG picture that dramatizes the miracles of the war of machines in the sky. You've never seen anything like it!

M-G-M presents

The Invisible Boy

STARRING RICHARD EYER · PHILIP ABBOTT · DIANE BREWSTER · AND ROBBY, THE ROBOT

WITH HAROLD J. STONE · ROBERT H. HARRIS · SCREEN PLAY BY CYRIL HUME · Based on a story by EDMUND COOPER

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A PAN PRODUCTION

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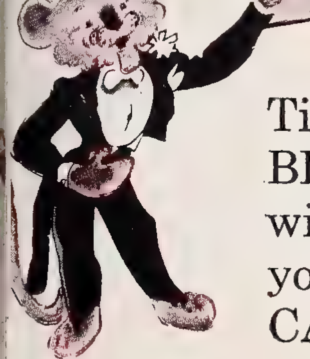

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Elect Nine Vogel Nominees to Loew's Boar

Management Now Assured Majority Vote

(*Continued from page* 1)

informed the stockholders meeting that the legality of the proxies voted for Briskin is being challenged by Loew's management, so that Briskin's right to take a seat on the board is subject to the outcome of that challenge.

The new directors elected to the board, all proposed by Vogel's management, are: Ellsworth C. Alvord, partner in the law firm of Alvord & Alvord; former General Omar N. Bradley, chairman of the board, Bulova Research and Development Labs, Inc.; Charles Braunstein, president, Charles Braunstein, Inc., diamond merchants; Bennett Cerf, president, Random House, Inc., publishers; Francis W. Hatch, vice-president, Batten, Barton, Durstine & Osborn, Inc.; former Attorney General J. Howard McGrath, partner in the law firm of McGrath & Brown; Robert H. O'Brien, financial vice-president of Loew's; Benjamin Melniker; vice-president and general counsel of Loew's, and Charles H. Silver, president of the New York City Board of Education.

Withdrawal by Thau

Vogel announced that Benjamin Thau, head of the M-G-M studio, had withdrawn as a nominee to the board of directors because of the distance between here and the Coast, with the resultant difficulty of attending meetings.

Should the election of Briskin be subsequently invalidated, management will propose another nominee in place of Thau.

Directors continuing on the board in addition to Vogel, Tomlinson and Meyer, are: Louis A. Johnson, K. T. Keller and Ray Lawson, identified heretofore as "Tomlinson men"; and George L. Killion, William A. Parker, and John L. Sullivan, who have been aligned with Vogel.

Vogel Now Has 13

Thus, the new board, if Briskin's election stands, will consist of 19 members; 13 of them alligned with Vogel, six with Tomlinson. If the Briskin election is invalidated, it will be a board of 19, as originally contemplated by Vogel, with the line-up 14 on his side and 5 with Tomlinson. In either event, Vogel will have a comfortable majority which should permit him to overcome the stalemate which has existed on the board ever since he made his compromise with Tomlinson last February, giving the latter six members to Vogel's six, and a 13th "neutral" member of the board, on Tomlinson's promise, subsequently broken, that his group would work constructively and cooperatively with management.

Prior to the election of directors, stockholders were asked to vote on a Vogel resolution amending the company's bylaws so as to enlarge the board from 13 to 19 members. The vote as announced on this resolution, was 3,441,374 in favor, and 528,811 opposed. There are approximately 5,300,000 shares outstanding.

This, too, was considered an overwhelming victory for the Vogel forces, inasmuch as the subsequent election of directors depended upon its being carried.

Seen As Another Vogel Victory

Those were the only two resolutions put to the meeting for a vote, yet so spirited was the discussion on both that the all-day meeting did not recess until 6:45 P.M. for tabulation of the vote for directors. It reconvened at 8 P.M. to hear the result and was adjourned soon after.

The entire auditorium and part of the balcony of the 3,340-seat theatre was filled as the meeting was called to order by Vogel and the auditorium remained more than half filled when the 6:45 recess was taken.

Weisl a Paramount Director

Briskin's name was placed in nomination by a member of the downtown law firm of Simpson, Thacher & Bartlett, acting on behalf of Edwin L. Weisl, a partner in the firm, who was said to own 2,000 shares of Loew's stock. Weisl is a member of the Paramount Pictures board of directors and has been a counsel for the company for many years.

The Briskin nomination was seconded by a representative of Lehman Bros., R. R. Rusmisel. Briskin ballots had been prepared in advance by his backers and Vogel ruled that they could be distributed despite the fact, he said, that he had been advised by counsel the ballot was not legal.

"I am taking the responsibility for its distribution," Vogel said, "because I want the stockholders to have every chance to vote for whom they wish. But I am serving notice that if Briskin is elected we will challenge the legality of the vote."

Rifkind Clarifies Challenge

Later, Judge Rifkind said that the validity of the proxy revocations distributed by Tomlinson will be challenged under both Delaware corporate law and S.E.C. regulations. He added that "We do and shall challenge the ballots and proxies cast by Tomlinson, and if the facts suggest the propriety of so doing, we will also challenge the Lehman Bros. and Lazard Freres proxies."

There was no indication at the meeting whether Loew's management in the future will act on the ruling of the Delaware chancery court which held that some of the allegations made in affidavits against Tomlinson and Meyer, which charged conspiracy and acts injurious to the company, were sufficient, if proved, to cause their removal from the board.

1,451 Stockholders Present

The meeting began at 10:03 A.M. in an atmosphere of suppressed excitement with 1,451 stockholders present. No estimate of the number of shares they represented was given.

During the course of the debate Harry Brandt, chairman of the Loew's Stockholders Protective Committee, said he had 12,000 proxies representing small stockholders with holdings up to 1,000 shares. His total of shares was 900,000, he said.

Vogel had hardly finished calling the meeting to order and stating that it was not necessary to give the figures on a quorum because this was

M. P. DAILY picture

AT THE LOEW'S stockholders' meeting yesterday: Stanley Penn of the "Wall Street Journal" and Joseph Tomlinson and Stanley Meyer, leaders of the opposition to management.

May Challeng Lehman an LazardProxie

an adjourned meeting from Septe ber 12, when it became apparent th Joseph Tomlinson's group of ni lawyers, who sat in the fifth row the left side of Loew's State Theat were going to try to challenge t refusal to give the quorum figures

Vogel said the courts had spok "decisively" about the delaying ta tics of the Tomlinson group. Tw proposals were up for consideratio he said, one a proposal to amend t by-laws by increasing the board 19, with a new quorum of ten, a to fill vacancies. The original pl had been to vote on removal of To linson and Stanley Meyer from t present board, but Chancellor C lins J. Seitz had ruled against t because they had not had enou time to defend themselves.

Tomlinson Asks 'Recognition'

While Vogel was speaking one Tomlinson's lawyers was on his fe waving his hand for recognition a John Gilbert, who represents minori stockholders at many corporati meetings throughout the country, w on his feet in the rear of the orchest seats, shouting for recognition.

Vogel refused to be interrupte Gilbert insisted that a statement mu be made on the quorum matter. Th declaration was followed by a seri of similar statements from the To linson lawyers. It seemed to be move to prevent the meeting fro being held.

Louis Nizer, special counsel f the company, arose and said he w putting all present "under notic that he had a copy of an injunctio from the New York Supreme Cou barring any attempt to interfere wi the meeting and would serve copi of it with charges of contempt court on those who tried to halt t proceedings. This proved an effecti damper on the quorum talk.

Gilbert 'Shocked'

The Gilbert switched his tacti and demanded that before a vote directors could be taken a resolutio should be passed requiring that a directors be stockholders. He said h was "shocked" that this proposal ha not been included in the by-la amendments submitted to the mee ing.

Vogel ruled him out of order, b this failed to silence him. Then Vog gave his word that a quorum w present and predicted the vote o the resolutions would prove it.

Another Tomlinson support jumped to his feet and said h

(*Continued on page* 7)

Vogel's Handling of Meet a Parliamentary Feat

(*Continued from page 6*)

uldn't take Vogel's word for it, he, too, was ruled out of order.

Benjamin Javits, who was identi- l with Tomlinson forces early in controversy, started to mention quorum again.

It was at this point that Nizer in- ted his threat of contempt pro- dings. It was a highly technical tter, he said, and he had examined thoroughly.

esents Supreme Court Injunction

"It is one thing for stockholders meet in the exercise of their hts; it is another for a stockholder place his agents around the meet- to obstruct action." He held a py of the Supreme Court injunc- n up for all to see.

A stockholder who gave her name Margaret Brand softened the gen- l asperity by saying she wanted see the officers left alone so they uld return the company to its for- r position of eminence. In her inion, she said, Tomlinson was en- ged in an attempt to liquidate the mpany.

One stockholder from Boston nted to know why Vogel had not fused to accept the resignations of four directors who left during the at of the controversy last summer. ogel replied that he could not re- se to accept their resignations.

Explained by Killion

George J. Killion, a member of e board and chairman of the execu- ve committee, who sat on Vogel's ght, stated that he was present at l the meetings up to July 12. He ied to explain the resignations of ank Pace, Jr., Ogden Reid and eorge Brownell, but a speaker still as dissatisfied, and declared they d "run out."

"I was probably for the holding the meeting in California," he said. thought it would be a good idea r the board members to see how e studio operated, but no business as transacted. They held caucuses corners, and it was openly stated at Louis B. Mayer and Stanley eyer were trying to take over the mpany.

Seidelman Urges Settlement

Joseph Seidelman, former foreign ead for Universal Pictures, sought d received permission to speak as stockholder. The morale of all for- gn employes of the company had een affected by the controversy, he id, and it should be settled speed- y. Their loyalty was at stake.

Vogel commented that he ap- reciated the loyalty of the company orkers, and that he had to depend pon them.

The attempts to get recognition rom the floor became more nume- ous, with one of the Tomlinson law- ers standing up most of the time or the next half hour. Vogel made n obvious effort to keep calm and o be fair in all his rulings. His only objective was to make money for the stockholders, he declared.

Up to about 11 o'clock the nine men in the fifth row of seats gave the names of brokerage firms when asked how many shares they represented, but did not mention any connection with Tomlinson.

One of them went up the aisle to the rear frequently and then on one knee gave signals with his fingers to his associates. From time to time they changed seats. Finally, the man on his knee gave a signal at 11:15 and one of the men went to the rear. Tomlinson came down the aisle and took the vacant seat.

Tomlinson Heard

About that time Killion presented the first motion of the day which called for amendment of the by-laws and the increase in the size of the board. Speakers were numerous, but calls for the "question" developed. Ballots were distributed. While the collection was in progress Tomlinson spoke.

He charged that Vogel had not kept "certain promises" made at the July 12 meeting of the board. Vogel, heatedly, told him to go ahead and "tell the whole story."

Frank Pace was "fed up" when he quit the board, Tomlinson declared.

Looking directly at Vogel, Tomlinson told him he did not think he was fit to hold the presidency. Then he predicted more tremendous losses and declared that the sale of pictures to television had saved the company.

"He is making the same mistakes that Dore Schary made," he continued.

Says He Doesn't Seek a Job

Then he repeated a statement he made recently to the press: "I don't want a job with the company. I want good management. You, Mr. Vogel, are not capable of giving it."

Vogel flushed. When Tomlinson sat down to mild, scattered applause, Vogel replied heatedly, "I didn't want a proxy fight and I didn't want Stanley Meyer as president with Louis B. Mayer calling the shots. I'm a stockholder. Meyer came to me and told me he saw a chance to take over the company."

It was at this point that Harry Brandt reported the Loew's Stockholders Protective Committee had filed proxies for 12,000 shares out of the 26,000 total.

"Let's get behind Vogel," he challenged. "Vogel has a stock option and he has never sold a share; he has faith in the company."

Meyer Describes Himself

Stanley Meyer was recognized by the chair. "I'm the man in the black suit with the horns," he said. "I didn't join the board to be a rubber stamp." He said he had filed four affidavits with the Securities and Exchange Commission, but did not disclose the contents.

"Tomlinson looked over the records after that last meeting of the board and what he found was not right. Louis B. Mayer received a big income, but it was from company profits."

Vogel followed Meyer by correcting the impression Tomlinson had given that the old pictures of the company had been sold to television.

"They were leased, not sold," he said. "We retained all the rights. We received $33,000,000 for the leases."

Nizer interrupted to say, "We have been looking at this thing through a distorted mirror. It should be straightened out. After that directors' meeting (July 12) the effort to remove Vogel began before they had walked down the aisle. They took action before leaving the building after promising not to. They deliberately insulted employes and tried to wear them down so they would quit."

At 12:40 Killion again "put the question" on the proposal to increase the board. Speakers began popping up. The matter finally reached the tellers for a count.

One of the Tomlinson lawyers said he had a statement from Lehman Brothers, holders of 150,000 shares, saying the banking firm thought the enlarged board would be unwieldy.

'Don't Go Near the Water' Shown

An adjournment was taken at 12:50 for lunch and the session was resumed at 1:07, but the tellers had not reported so "Don't Go Near the Water" was put on the screen.

The meeting resumed at 3:44. Vogel called for nominations for the increased board but left the balloting open until the motion to enlarge the board had been voted upon.

The arguments went on during the long wait for a report by the tellers. Milton Wiseman, counsel for the Stockholders Protective Committee, described the Tomlinson move as "brazen effrontery." Judge Simon Rifkind warned that the company might challenge the legality of proxy revocations obtained by Tomlinson in a court action.

In one of the final arguments of the afternoon Gilbert tried to interrupt Judge Rifkind and was ruled "out of order."

Gilbert ran down the aisle shouting "I challenge you to prove I am out of order."

Judge Rifkind paid no attention.

Censor Bill Dropped

JACKSONVILLE, Fla., Oct. 15— Under an agreement reached by local theatre exhibitors and the city council's laws and rules committee, the city council has dropped plans to enact a film censorship ordinance.

L. A. Hearing Today

LOS ANGELES, Oct. 15. — The City Council meeting for hearing the analysis report on Los Angeles pay-TV franchise bids, was postponed today until tomorrow morning.

Hollywood Leaders Greet 'Pal Joey'

From THE DAILY Bureau

HOLLYWOOD, Oct. 15 — Columbia Pictures' invitational press review tonight of "Pal Joey," film version of the Rodgers & Hart musical, brought one of the most impressive turnouts of stars and top studio echelon in recent years to witness the event at the Egyptian Theatre.

Included among studio toppers who paid tribute to the production were Harold Hecht, Mervyn LeRoy, Al Lichtman, Harold Mirisch, Julian Blaustein, Roger Edens, William Goetz, William Orr, Richard Quine, Benjamin Thau, Steve Triling and Fred Zinnemann.

BANTAM'S
Hollywood Beat
READ THE BOOK!
SEE THE MOVIE!

BANTAM tagged trade ad for "BRIDGE ON THE RIVER KWAI" (reproducing letter to SAM SPIEGEL from A. MONTAGUE, COLUMBIA vp-distrib head) as mailing piece to paperback distribs & 400-man CURTIS field force . . . **JOE E. LEWIS plugging "THE JOKER IS WILD" pic & BANTAM BOOK over CBS-Radio's "AT HOME," Oct. 16, via interview direct from Copa dressing room** . . . Scribes MILDRED & GORDON now touring for their 20th-FOX "CAPTIVE" opus, due to huddle with BANTAM ed SAUL DAVID in NYC, Oct. 21. Next GORDON BANTAM thriller is "The BIG FRAME." . . .
BANTAM prepping splash promo in 20 Canadian cities for "THE HUNCHBACK OF NOTRE DAME" to tie-in with ALLIED ARTISTS' day-&-date film openings . . . **Although COLUMBIA cameras are not yet grinding on "THE LAST HURRAH," special BANTAM BOOK sound-truck promo in KC & Jersey City giving SPENCER TRACY starrer big advance boost** . . . "Read Book — See Movie" posters for major BANTAM-WARNER "SAYONARA" tie-in spot key movie-still of MARLON BRANDO & co-star MIIKO TAKA. . . . BANTAM just snagged reprint rights to PETER KEVESON novel, "TUBIE'S MONUMENT," & COLUMBIA just inked SAL MINEO to star in saga of Bronx barber on Madison Ave. — slated for '58 release . . . Rooster joyfully crowing over news GENE KELLY has landed film rights to "KNOCK & WAIT AWHILE," & will star in same. Suspense thriller due from BANTAM in Jan. . . . **Another coup for BANTAM: reprint rights to "ALABAMA EMPIRE," over which several studios are jockeying for position** . . . JERRY WALD of 20th & indie producer NICKY NAYFACK in recent BANTAM confabs in NYC. . . .

M. J. Clement

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Television Today

Adopt Practices for Handling Film on TV

Special to THE DAILY

PHILADELPHIA, Oct. 15. — The Association of Cinema Laboratories meeting here has adopted a set of recommended practices for handling film material for television use.

The committee, headed by William E. Gephart, of General Film Lab. in Hollywood, submitted a six-page report for approval of the ACL membership. The report covers black and white and color film and should result in optimum quality film for broadcast, an association spokesman said. Recommendations for the photography of such film opens the report and includes camera area dimension, review room projector apertures, and comments on set lighting technique.

The next meeting of the association will be held in New York on Jan. 17.

Fremantle Expands in Latin America Market

A major expansion move in Latin America has been announced here by Paul Talbot, president of Fremantle Overseas Radio & TV, a company exclusively engaged in the distribution of television programs in international markets.

Headquarters for all Latin American operations will now be located in Mexico City, where two new executives this week joined the company. Rene Anselmo will continue as manager of Fremantle Radio Y TV, S.A., the American company's Mexican subsidiary.

The new executives joining Anselmo are Alex Duncan, who will be responsible for the administration of the entire Latin American territory, and Sean O'Donoghue, who will assist Anselmo in sales throughout the territory.

One Man's TViews

By Pinky Herman

WELL, looks like Russia's "Sputnik" is piling up quite a Trendex rating these days. Seems like everyone but your scribbler and Margie, our charming little receptionist, has ventured out into the dawn's early light for a look-see of the man-made 'moon.' Incidentally WBC rates an accolade for its successful filming last Saturday and telecasting of the first actual 'in flight' pictures of the satellite photographed by John Kelly with a special optical lens made by the Bendix Aviation Corp. . . . Tall, talented and terrific is an apt description of Doug Browning, ABC announcer who's been tapped to announce and appear as a regular in the cast of the new "Patrice Munsel Show" which bows in Sat. nite on the ABChannel. . . . The New York Philharmonic Orchestra, which has been heard for almost 28 years over CBS Radio, will be seen as well as heard for the first time on Jan. 18 next when the first of a series of four telecasts will take place over CBS-TV. The orchestra, under the direction of Leonard Bernstein, will originate from Carnegie Hall and will be heard Saturdays 12 noon to 1:00 P.M. The remaining three programs are scheduled to be telecast Feb. 1, March 1, April 19.

☆ ☆ ☆

Walter Lowendahl

Walter Lowendahl, who co-founded Transfilm in association with William Miesegaes in 1941 and, has been named the firm's executive veepee for the past decade, has been upped to prexy. Michael A. Palma, associated with Transfilm since 1946, succeeds Lowendahl in the vice-president post. . . . TV execs might take a gander at handsome young Bob Cabrini, whose brilliant bari-tones are heard with the Vincent Lopez Ork daily from the Hotel Taft in Gotham. . . . Langlois Filmusic's charming receptionist Mary Koenig will sing the soprano lead in the Gilbert & Sullivan operetta "The Chieftain," to be produced Thanksgiving Day at the Parish Theatre of the Church of the Covenant. . . . Glenn Ford makes his TV debut in a CBSpecial Civil Defense program "The Day Called X," Sunday, Dec. 8. . . . Prexy Maurice H. Zouary has formed a new film company Embryo Prod. which will produce scientific films on the development of medical research for distribution to Colleges, Universities and special closed circuit Medical Clinics.

Progress Made

(*Continued from page 1*)

lief in film rents and terms supplied by distributors.

TOA has also been successful in its efforts to secure loans for theatres from the Small Business Administration and in "staving off the inroads of toll TV," according to Stellings. He added that work in both areas is being continued and said "I will not be surprised to see toll TV broadcast over the air waves outlawed entirely and completely in the next session of Congress."

Went to Congress

The exhibitor organization's committees have further successfully argued the case of theatres before Congressional groups on the wage and hour law, the TOA head pointed out.

Looking to future projects, Stellings expressed optimism that the industry's conciliation plan, which goes into effect Nov. 1, "will be one of the most important industry agreements ever developed." Arbitration talks will be resumed Nov. 6, he reported, and "we hope that at this meeting we may successfully conclude the negotiations and come out with an acceptable plan for our industry."

Stellings further reported to the convention on progress with the industry's national advertising and promotional campaign to boost box office receipts. TOA, distribution and COMPO members have been working on the plan for 15 months, he said, and the final blueprint will soon be submitted for approval to the TOA board and that of the Motion Picture Association. He urged the exhibitors to participate in the campaign, including financing a "proper and relative share of the total cost."

Wants Decrees Amended

Turning to the subject of product, Stellings approached it from three angles. He said first that TOA executives attending the recent Department of Justice meeting urged alterations in existing decrees to permit circuits to make pictures, and they "feel this will become an eventuality within the near future.'

Hand in hand with this effort, Stellings said, TOA has been continuing its discussions with the present companies to increase the number of their pictures "in order to relieve the severe production shortage." Spyros Skouras took the lead, he added, and next year Twentieth Century-Fox will release 65 pictures as compared to approximately 30 two years ago.

Other companies are increasing the number of releases, he pointed out, and next year the number of American-made, first-run pictures should be 385, as compared to 326 last year.

Points to Summer Lull

Stellings predicted that the experience of distribution in the first eight months of the year would cause it to adopt a more orderly system of releasing its top pictures. "Some years ago," he explained, "it was impossible to get a decent top 'A' picture in June, July or August. Today distributors want release practically all their top pro uct during these three months. Th fiasco which occurred during the pa summer season, when these big pi tures failed to deliver as expected, my mind resulted from the fact th during March, April and May t dearth of acceptable product dro the people away from the theatres tremendous numbers, many of who did not return during the so-calle lush summer season."

The last of the future projects ci ed by Stellings was cable theatre TOA is studying all developments, i cluding those in Bartlesville, Okl he said, but "in the meantime, I kno of no one in this area who wants take a gamble such as this would e tail on something as uncertain as the systems are today."

Michigan Allied Wants Laws to Ban Toll-TV

Special to THE DAILY

DETROIT, Oct. 15. — Exhibito hereabouts are convinced that p TV would divert films from theatr to television, says Milton H. Londo president of Michigan Allied.

The local Allied unit has ma substantial contributions to the Joi Committee Against Toll Televisio It views the problem so serious that it wants political pressur brought to bear to prevent the Fe eral Communications Commissio from authorizing further tests of t toll system.

Carolina Uni

(*Continued from page 1*)

request to the Motion Picture Assoc ation of America that careful analys be made of picture releases "so th forthcoming pictures will confor both to the spirit and the letter of t Production Code, with particular re erence to brutality, sex, vulgarity, o scenity, profanity and material whic tends to incite hatred among people different races."

They also deplored the prese trend toward increased use of blac and-white photography as a ste backward and short sighted econom requesting producers to film all po sible future product in color.

Fox, Universal Commended

Another resolution was passed ur ing producers and motion picture pe sonalities to restrict TV appearanc of stars under contract in view of t adverse effect on drawing power the box office. They also request presidents of all production and di tribution companies to put into effe an orderly release of diversified pi tures with sufficient prints so th theatres may have playable produ on a 52-weeks-a-year basis. 20 Century-Fox was commended for ha ing instituted such a policy and Un versal was further commended f having announced such intentions.

All
the News
That
Is News

MOTION PICTURE DAILY

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L. 82, NO. 76 NEW YORK, U.S.A., THURSDAY, OCTOBER 17, 1957 TEN CENTS

KO, Loew's, AB-PT

3,500,000 oaned to UA y 3 Circuits

egotiated Sum for New roduction Financing

United Artists has negotiated loans the extent of $3,500,000 with three ajor theatre circuits—Loew's, RKO, d American Broadcasting - Paraount—for new production financing, bert S. Benjamin, U.A. chairman the board, announced here yestery.

"This financing arrangement marks new and fruitful liaison between e exhibition and production-distribion branches of the industry. rough cooperation of this kind we n establish a healthier foundation

(Continued on page 2)

pprove Extension of elemovies to Dewey

Special to THE DAILY

BARTLESVILLE, Okla., Oct. 16.—e City Council of nearby Dewey, kla., has approved the application the Vumore Company to extend lemovies there. Installation is excted to be completed in from six to ght months.

The new contract gives Vumore the

(Continued on page 6)

CC Is Again at Work n Pay-TV Test Order

From THE DAILY Bureau

WASHINGTON, Oct. 16. – The deral Communications Commission ill resume its work tomorrow on an der setting up a proposed test of bscription television. An official id it is quite likely that the order ill come out by end of this week.

Television Today Page 6

Reade Tells Plans to Build New Theatre Here; Will Be First in Manhattan in Six Years

A new theatre incorporating modern design and luxury will be built in midtown Manhattan by Walter Reade, Inc. Located on Third Avenue between 59th and 60th Street, opposite Bloomingdale's, the theatre will be the first to be constructed in mid-Manhattan since the Beekman Theatre opened in March, 1952.

Announcement of the plans was made by Reade yesterday following the completion of a deal to purchase the property at 997 Third Avenue, immediately adjoining the Baronet Theatre, now operated by Reade. The Baronet will be razed, and the new theatre constructed on the combined site.

The Reade announcement said that plans are now being drawn by the architectural firm of John McNamara for "the most luxurious theatre in New York." Construction is to begin in 1958.

ATOI Hears Myers; Kalver Is Reelected

Special to THE DAILY

INDIANAPOLIS, Oct. 16 – Roy Kalver was reelected president and national director of the Allied Theatre Owners of Indiana, with his entire slate of officers, at the final business meeting of the annual fall convention here today. J. R. Pell was continued as vice-president, Trueman Rembusch as alternate national director, Richard Lochry as treasurer and William A. Carroll as executive secretary.

Abram F. Myers, general counsel of national Allied, expressed guarded optimism about the industry's future in the principal address, and concern about the industry's failure to hold together on the industry plan for

(Continued on page 6)

Universal Sets 8th Annual Feldman Drive

Universal Pictures will mark the 30th anniversary of Charles J. Feldman's association with the company with an 18-week sales drive starting Sunday, December 29 and ending on Saturday, May 3. This eighth annual drive in honor of the company's vice-president and general sales manager was announced yesterday at the sales executive conference being held

Charles Feldman

(Continued on page 6)

EDITORIAL

The Loew's Meeting

By Sherwin Kane

THE SPECIAL MEETING of Loew's stockholders on Tuesday underlined a number of factors which were largely responsible for the defeat of dissident stockholder and director Joseph M. Tomlinson in his effort to take over control of the company.

Perhaps not in order of importance, but roughly in relation to the frequency of reference to them by stockholders who obviously were backing Joseph R. Vogel's management, they were pretty much as follows.

Tomlinson's unkept promise, made at the last annual meeting of stockholders in February, to cooperate with management in working toward the company's recovery, after having been given an even split with Vogel of places on the board of directors.

The shareholders' fear (to all appearances, still a well founded one)

(Continued on page 2)

Surface Calm

Both Sides Study New Loew's Moves

Report SEC to Investigate Tomlinson Proxy Drive

By JAMES M. JERAULD

Calm prevailed on all fronts yesterday following the all-day excitement Tuesday at the special meeting of Loew's, Inc., stockholders from which Joseph R. Vogel, president, emerged with 13 of the 19 places on the enlarged board of directors by an overwhelming vote.

It was a surface calm, however, with the discussions behind closed doors. There was discussion of a date

(Continued on page 3)

L. A. Council Approves All 3 Pay-TV Bids

From THE DAILY Bureau

HOLLYWOOD, Oct. 16. – Pay-TV reached its gateway to reality in Los Angeles today as the City Council, in an 11-to-2 vote of 13 members present, accepted all three bids for franchises made by Fox West Coast

(Continued on page 6)

Warner Bros. to Expand TV Film Production

The continued expansion of TV film production, which will result in Warner Bros. presenting five or more full hours of television films weekly, instead of the present two-and-one-half hours, by June 1, 1958, was announced yesterday by company president Jack L. Warner.

Warners is currently producing three western series for ABC-TV, with a fourth, "Colt .45," scheduled to debut this week. Work is currently in progress to provide additional physical facilities for the expanded program. Within ninety days, the studio's $1,000,000 television operations building will be completed in Hollywood.

PERSONAL MENTION

CHARLES GOLDSMITH, head of M-G-M's British activities, returned to London yesterday from New York.

•

Abe Lastfogel, president of the William Morris Agency, returned to New York yesterday from London via B.O.A.C.

•

Geoffrey Martin, director of advertising-publicity for Rank Film Distributors of America, will return to New York today from Houston.

•

Mario Nascimbene, Italian composer associated with "A Farewell to Arms," has arrived in New York from Rome.

•

Richard Widmark has arrived in New York from Hollywood.

•

Grace Wagner, of the 20th Century-Fox home office publicity department, has returned to New York from Europe.

•

John Springer, 20th Century-Fox national magazine contact, has returned to New York from Baton Rouge, La.

'Raintree County' Bows In Boston Tonight

Special to THE DAILY

BOSTON, Oct. 16—The New England premiere of M-G-M's "Raintree County" tomorrow night at the Astor Theatre here will be marked by the personal appearances of Myrna Hansen, who appears in the M-G-M Camera 65 production, and Johnny Green, who wrote the special score and conducted the M-G-M Symphony Orchestra for the accompanying music.

Emery Austin, exploitation head for M-G-M, also arrived from New York today to finalize preparations for the local premiere, which is the third in the series of reserved-seat openings slated for it before the end of the year.

Flu Cancels Taka Tour

Miiko Taka, Marlon Brando's Japanese leading lady in Warners' "Sayonara," has been stricken with Asian influenza in Washington, D. C., and has been forced to discontinue temporarily her 39-city transcontinental tour of the United States and Canada.

EDITORIAL

(CONTINUED FROM PAGE 1)

that control of the company by Tomlinson meant its liquidation. Also, closely related to this, the fact that Tomlinson at no time offered Loew's stockholders a program for the company's recovery and future operation.

The Tomlinson alliance with Louis B. Mayer. Too many Loew's stockholders of long standing recalled criticism—or had voiced it at annual meetings themselves—of Mayer's stratospheric earnings and what many of them thought of as extravagant policies, particularly after picture earnings had begun to decline.

The feeling that Vogel had not been given a fair chance; that he was doing a good job, was capable of doing a better one if freed of the harassment and obstructionist tactics visited upon him by Tomlinson, Stanley Meyer and their clique on the board.

Finally, the tactics resorted to by the Tomlinson squad after Vogel's showdown call for the special meeting of stockholders. The shareholders obviously were suspicious of leaders and their cause who did everything they legally could to avoid or delay a meeting of stockholders; the more so as court after court, to which Tomlinson resorted, dismissed his contentions and ruled in favor of the Vogel management.

In this connection, the actions of Tomlinson's rump board meeting of July 31 also put him and his cohorts—Meyer, Mayer and Samuel Briskin—in a bad light, insofar as the great majority of Loew's shareholders were concerned. They were properly suspicious of a group owning less than three per cent of the stock attempting to elect the directors of the company in sufficient number to seize control and, with such a board, to proceed to hamstring the existing management and suspend the operations of the company.

These moves, of course, subsequently were declared invalid by the court. But the bad impression they made on the stockholders at large remained.

These then were the Tomlinson mistakes.

TOMLINSON'S STRATEGY at Tuesday's special meeting—his effort to overcome his previous setbacks in a last-ditch struggle—was to attempt to prevent the holding of the meeting by obtaining a sufficient number of proxy revocations to make the presence of a quorum impossible.

That failing, he and his lieutenants attempted to sway the meeting by holding up to stockholders a "distorted mirror," as Louis Nizer, Loew's special counsel, described it, of their actions and their aims and, that failing, there was the definite suggestion that some at the meeting had hopes of rendering it ineffectual by disorder and obstructionist tactics involving highly technical points of procedure.

Nizer ended that by reading an order that declared anyone who interfered with the holding of the meeting to be in contempt of court.

Their final effort, which was at least temporarily effective, was to vote with Lehman Bros. and Lazard Freres on a cumulative basis for Briskin. They withheld their votes from the 10 Vogel candidates so as to multiply their vote for Briskin by 10 times the number of shares held by their group. Even so, their vote for Briskin, who had been voted in previously by their rump meeting in July and erased later by court order, was less than the meeting's vote against the proposal to increase the board membership to 19.

Briskin may never take a place on the board. Loew's is weighing a challenge of the proxies voted for him.

Tomlinson insisted his only interest is to obtain better management for Loew's. Yet he endeavored to prevent Vogel from showing what he could do if unhampered, and while 99 per cent of the industry—qualified to judge industry ability—rallied to Vogel, Tomlinson could count only two stock brokers and a Wall Street law firm as allies.

The lesson of Tuesday's special meeting would appear to be that if Tomlinson et al attempt to continue their campaign of obstructionism within the Loew's board, with no hope now of becoming anything more than nuisances, or should they return to the fray with the annual meeting next February, they are virtually certain to take an even worse licking from the stockholders than they did on Tuesday.

Loans to U. A.

(*Continued from page* 1)

for the future success and growth o the entire film business," Benjamin said.

Executives of the three theatre circuits were noncommital about details of the agreement, referring all questions back to United Artists. A spokesman at UA said he could not reveal details but did state that the $3,500,000 was definitely not divided equally among the three companies. Contacted later in the afternoon, a List Industries official, of which RKO Theatres is a subsidiary, revealed that the company had loaned $1,000,000 to United Artists, the deal being handled by RKO Theatres president Sol A. Schwartz. The deal was consummated several weeks ago.

Justice Dept. Approval Reported

A Motion Picture Association attorney said that he believed UA had discussed the deal with representatives of the Justice Department and had received their approval before going ahead with the deal with two of the companies, which are forbidden under the consent decrees to go into production on their own.

Paramount Publicists To Discuss IATSE Chart

Members of Paramount Pictures' publicity unit will meet here tonight to discuss the issuance of a new International Alliance of Theatrical Stage Employes charter which would transfer the 30-member unit from local 863 to what would be an Eastern counterpart of the Hollywood Publicists' local.

David Cassidy, representing IATSE president Richard F. Walsh, and Russell Moss, local 863 business agent, presented the proposal to the membership last Monday night. Negotiations for a new Paramount contract will begin shortly.

'Give' Premiere Set

"All Mine to Give," RKO Radio film being released by Universal-International, will have its premiere at the Raulf Theatre in Oshkosh, Wis., Wednesday, Nov. 13, launching more than 100 pre-release dates in the Wisconsin territory.

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor: Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager: William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Andrew M. Spheeris, of the Towne Theatre, Milwaukee, and chief barker of the Wisconsin Variety Club, has been named chairman of the 1958 March of Dimes Campaign for that area.

□

Fred Doughty, for many years city manager of Y & W Theatres, Bloomington, Ill., has been named city manager for the three houses in Defiance, O.—the Strand, Valentine and Defiance Drive-in. He succeeds **Elmer DeWitt,** who resigned to take over operation of the Wayne Theatre, Fort Wayne, Ind.

□

A. B. "Bickey" Covey, manager of the Empire Theatre, Montgomery, Ala., has been elected president of the Kiwanis Club of that city.

□

Sam McCook has been named office manager in the Atlanta branch of M-G-M.

MPEA Hears Report on Negotiations in France

A status report and discussion of current Motion Picture Export Association negotiations in France took up a major portion of Tuesday's MPEA board of directors meeting. "All reports to the contrary, no agreements have been made with the French government," an MPEA spokesman said after the meeting.

Recent developments in Latin America were also discussed, complete details of which will not be available until Robert J. Corkery, MPEA vice-president in charge of Latin America, returns here next week from Brazil.

'Hunchback' Will Open Oct. 30; 200 Dates Set

From THE DAILY Bureau

HOLLYWOOD, Oct. 16 – Morey R. Goldstein, Allied Artists general sales manager, prior to his departure for New York tonight disclosed that "The Hunchback of Notre Dame" will open domestically Oct. 30, in more than 200 key dates during the first two weeks.

List Heller Earnings

CHICAGO, Oct. 16.—Walter E. Heller & Company and subsidiaries earned $2,207,082 after provision for income taxes for the nine months ended Sept. 30, 1957, compared with $2,301,862 for the corresponding three quarters the year before, Walter E. Heller, president, reported today. These latest earnings, after preferred dividend requirements of $243,296, were equal to $1.54 a share on 1,276,846 shares of common stock outstanding.

New Loew's Moves Studied

(*Continued from page 1*)

for the first meeting of the new board. No decision was announced up to early last night.

In the meantime there was considerable speculation as to whether Vogel will be able to proceed with his program for rehabilitating the company without obstructive court moves on the part of Joseph Tomlinson, largest individual stockholder, who has been the motivating force behind a series of court moves during recent weeks.

Tomlinson Reticent

Tomlinson refused to say whether there would be further litigation.

"I can't tell now," he said. "Judge Simon Rifkind announced at the meeting that the validity of the proxy revocations sent to me might be challenged in court. I can't tell what is going on in his mind."

Asked whether he expected an early meeting of the board, he replied, "Again I have to say I don't know. The secretary of the company, Irving Greenfield, will have to answer that."

Greenfield's office stated that no date had been set.

Rumors were current that the Securities and Exchange Commission was investigating to learn whether there had been any violation of its rule regarding soliciation of proxies. These permits are known at 14 B's.

Speculation Anent SEC Rules

Tomlinson filed for one of these before sending out letters requesting the revocation of proxies, but there has been some curiosity as to whether lawyers who said they represented brokers holding Loew stock had sought proxies or had overlooked some SEC rules.

When R. R. Rusmisel, who said he represented Lehman Brothers; Burton Abrams, from Simpson, Thacher & Bartlett; and Eastman Birkett, member of the same law firm, who spoke in behalf of Lazard Freres, addressed Vogel as chairman, the latter was careful to ask whether they were stockholders and whom they represented. Some of the replies were vague. The names of brokerage firms were mentioned.

During the course of the discussion Milton L. Weisman, counsel for the Loew's Stockholders' Protective Committee, called attention to the fact that Edwin Weisl, also a member of the Simpson, Thacher & Bartlett firm, was counsel for Lehman Brothers and at the same time a member of the board of directors of Paramount Pictures and counsel for Paramount. This caused him to ask, after Samuel Briskin had been nominated for the board by one of the Lehman lawyers, if the stockholders were going to elect a "competitor" to the board.

Silent Regarding Probe

This started the rumors of SEC investigation. Robert Bagley, branch chief for SEC, was asked late yesterday in Washington whether an investigation was under way. He refused to make any comment on the ground that certain records were public at the SEC offices and he could not discuss those which were still confidential.

During the late afternoon at the stockholders meeting Judge Simon Rifkind, special counsel for Loew's, said the company might challenge the validity of the Tomlinson revocations in court. If this is done it will be on the grounds that false statements were contained therein. If proved, this would be a violation of the SEC regulations.

Judge Rifkind Investigating

Judge Rifkind said he intended to make a further investigation to see whether the ballots cast for the Tomlinson forces violated the Delaware corporation law, and that he would study the ways in which the proxies voted by Lehman Brothers and Lazard Freres had been handled.

This study is in progress, it was stated yesterday at Judge Rifkind's office.

Charles Taylor Dead; Cleveland Industry Vet

Special to THE DAILY

CLEVELAND, Oct. 16.—Charles "Chick" Taylor, who managed neighborhood theatres here for some 40 years until his retirement several years ago, died at his home in South Euclid. His wife and a sister survive.

Taylor was manager of the Shaw-Hayden Theatre for more than 25 years, and in later years managed the Avalon and Center-Mayfield theatres.

Cleveland Exhibitor Dies

CLEVELAND, Oct. 16.—Max Rosner, 66 who was manager of the discontinued Erie Theatre and more recently of the Commodore and Embassy theatres here, died in the Cleveland Clinic. His widow and two sons survive.

450 Theatres Book Reissue of 'Space'

Paramount's "Conquest of Space" has been booked as a reissue by 450 theatres intent on capitalizing on newspaper headlines on the Russian satellite. The 1955 release is currently making the rounds of the Loew's theatres in the New York area, coupled with another Paramount reissue, "War of the Worlds."

Exhibitors are being furnished by Paramount with supplementary pressbook data featuring promotional material in step with developments centering around Sputnik.

To Fete Fernandel

French comedian Fernandel was feted with a cocktail party here yesterday by the French Film office to celebrate his arrival in the U.S.

. . . NEWS ROUNDUP

UA Shifts Brentlinger

Russell L. Brentlinger, currently serving as a salesman with United Artists' Indianapolis branch, has been appointed U.A. branch manager in Dallas. He replaces James Clemens, resigned.

■

'80 Days' Strong at Shore

With "Around the World in 80 Days" having set a record of 20 weeks at the Boardwalk Theatre, Atlantic City, N. J., George A. Hamid, Jr., head of Hamid Theatres, is moving the feature to the avenue-located Center Theatre this week to continue its run.

■

Herman Goes 1st-Run Nov. 6

Adolph Herman, operator of the 72nd Street Playhouse here, has chosen Nov. 6 as the date for the launching of the first-run policy for the East Side showcase.

■

Lancaster House Reopens

After extensive remodeling and refurnishing, the Fulton Theatre, Lancaster, Pa., has reopened with an art film policy. Milgrim Buying and Booking Service of Philadelphia is handling the house.

■

Caravel Open House Set

Caravel Films will hold open house to celebrate the formal opening of its new production center here next Wednesday from 4 to 7 P.M.

Golden Jubilee Fete In Hollywood Today

From THE DAILY Bureau

HOLLYWOOD, Oct. 16—A glittery group of approximately 40 star personalities have accepted invitations to attend the Golden Jubilee luncheon at the Biltmore Bowl tomorrow, sponsored by Los Angeles Chamber of Commerce.

Principal speaker will be Jesse Tapp, chairman of board of the Bank of America, with Eric Johnston responding. Charles E. Ducommun, president of the Chamber of Commerce will act as toastmaster.

Other speakers include Gov. Goodwin J. Knight and George Seaton, president of the Academy of Motion Picture Arts and Sciences.

Studio talent guild and union representatives and motion picture executives scheduled to attend include Steve Broidy, William Dozier, B. B. Kahane, Edward Muhl, Jack L. Warner, Samuel G. Engel, Leon Ames, George Flaherty and Daniel Taradash.

PARAMOUNT'S EXPLODING THE EXCITEMENT CLASSIC OF RECENT YEARS

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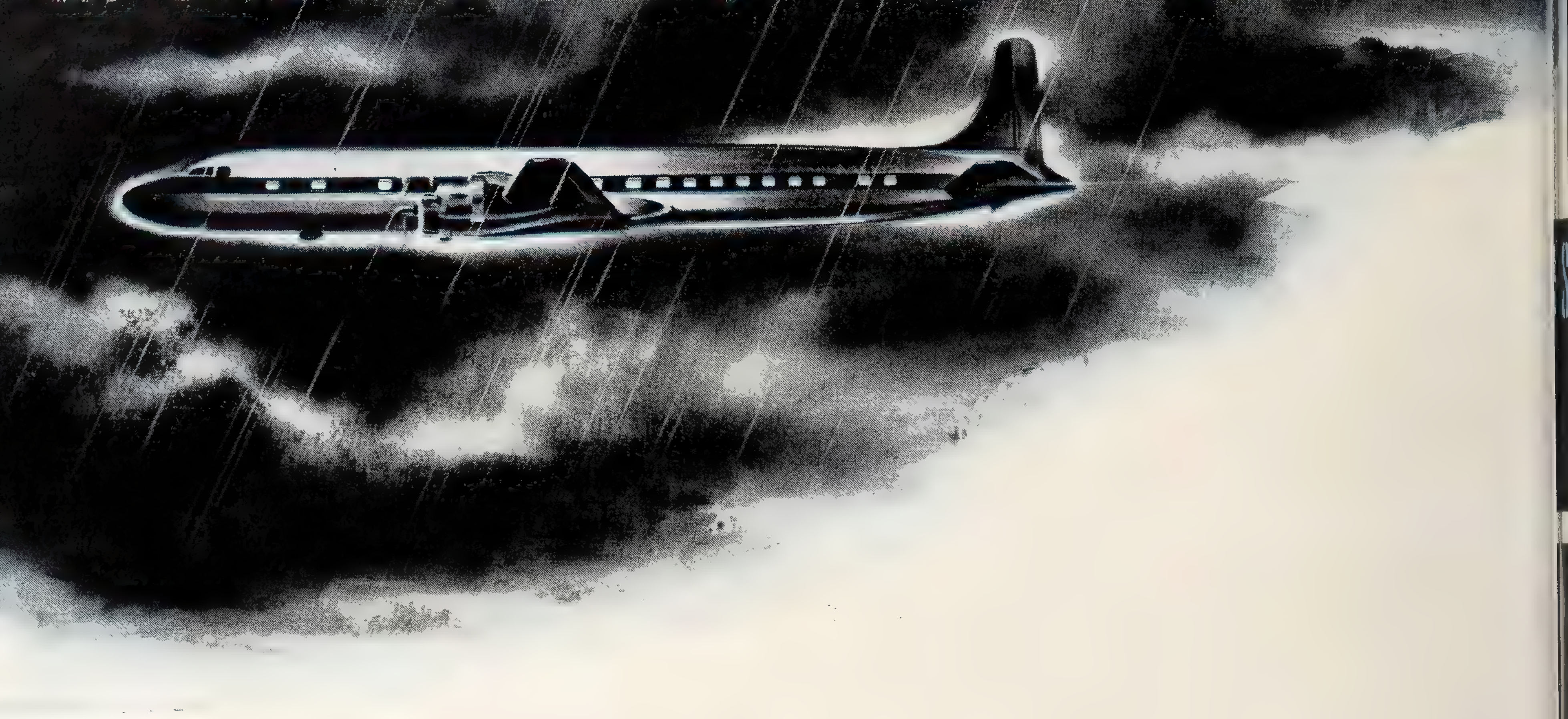

Everybody who has seen it in projection room or theatre previews is already talking about it! A preview at your theatre will convince you and your patrons that this is one of the most suspenseful nerve-tingling adventures of all time!

Paramount Pictures

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ZERO HOUR!

Starring

DANA ANDREWS as *Ted* . . . A man must do the impossible when everything he lives for is at stake!

LINDA DARNELL as *Ellen* . . . A woman must trust the man who betrayed her — when there's no other man who can help!

STERLING HAYDEN as *Treleaven* . . . A friend must learn to forgive — no matter how bitter his memories!

and Co-starring

ELROY (Crazylegs) **HIRSCH** as *the Captain* . . . A commander must know when to step aside and when to hang on to the last!

GEOFFREY TOONE as *the Doctor* . . . A doctor must take charge sometimes — even when he's as frightened as the others!

JERRY PARIS as *Decker* . . . A bachelor must get caught some day, but he'd rather it be some *other* day!

And Introducing

PEGGY KING as *the Stewardess* . . . A girl must find a husband — and some girls never learn how far to go!

LE EDEN · Produced by JOHN C. CHAMPION · Directed by HALL BARTLETT · Screenplay by ARTHUR HAILEY, HALL BARTLETT and JOHN C. CHAMPION · From a story by Arthur Hailey

A Paramount Release

ATOI Meeting

(Continued from page 1)

the Golden Jubilee tour of the stars.

Ruben Shor, former president of national Allied, took violent exception to a statement attributed to Joseph Mankiewicz that audiences can see a film in a living room as well as in a 2,000-seat barn.

Rembusch warned exhibitors to ascertain film costs and whether the Federal Communications Commission will approve pay-as-you-see television before investing money in cable theatres.

Robert Wile, director of customer relations for 20th Century-Fox, urged the adoption of small sprockets in every situation.

James H. Nicholson, president of American International Pictures, enlivened the meeting by appearing with two of his starlets, Shirley Falls and Yvette Vickers.

Panel discussions were led by Spiro Papas, Dr. M. Sandford, Morris Cantor, Bob Jones, Pete Panagos and Rex Carr.

Velde, UA Sales Heads Meeting on Conciliation

James R. Velde, United Artists general sales manager, will meet this week and next with the company's field sales chiefs to detail procedures for the industry's new conciliation plan which goes into effect Nov. 1.

Officials participating in the meetings include Eastern and Southern division manager Milton E. Cohen, Western division manager Al Fitter, Eastern district manager Gene Tunick, Central district manager Sidney Cooper, Southern district manager George Pabst, Midwest district manager F. J. Lee, Western district manager Ralph Clark and Canadian district manager Charles S. Chaplin.

The Velde conferences will be followed by conciliation briefings conducted by district managers at each of United Artists' 33 exchanges.

Show U. S. Steel Film

A 27-minute film, "Jonah and the Highway," was shown this week at the annual convention of the American Society of Civil Engineers here. It pictures how highways are built. It will be distributed to theatres by the Jam Handy Organization and was produced by U.S. Steel Corp.

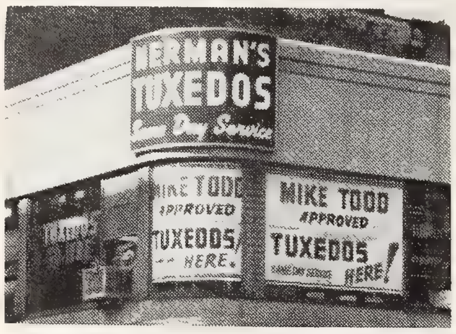
Midwest ASCAP Meet

CHICAGO, Oct. 16.–ASCAP will hold its first midwest membership meeting at 6 P.M. next Monday at the Conrad Hilton Hotel here. Dinner will be at 8 P.M. Paul Cunningham, president, will attend.

Mike Noch Dies

DETROIT, Oct. 16 – Mike Noch, president of the International Bill Posters Union, died suddenly of coronary thrombosis. Interment took place at Woodmere Cemetery.

Todd 'Chums' Gather At Garden Tonight


HERMAN'S
TUXEDOS
Same Day Service
MIKE TODD APPROVED TUXEDOS HERE.
MIKE TODD APPROVED TUXEDOS SAME DAY SERVICE HERE!

M. P. DAILY picture

Looks Like Mike's Dear Public won't embarrass him by coming to the party tonight in anything but black ties — and tux. Here, at the corner of Sixth and 47th, and testifying to the power of Todd, and free tickets, the signs propose to clothe Mike's friends in the best of taste, Todd-approved.

The first anniversary celebration of "Around the World in 80 Days" gets under way here tonight with Mike Todd's "little party for a few chums" at Madison Square Garden. Eighteen thousand guests are expected at the Garden, while the general public will be able to see a portion of the proceedings over CBS-TV's "Playhouse 90" (9:30 to 11 P.M., EDT).

A birthday cake 14 feet high and 30 feet at the base, and topped with a single huge candle, will be the centerpiece of the evening, with the aerial balloon used in the picture suspended directly above it. Entertainment will emphasize what Todd terms "the strange and unusual." Guests will receive gifts donated by local and foreign well-wishers. Automobiles, fur stoles, tape recorders, motor scooters, ivory chopsticks, camera, perfume, toy animals, and a private airplane head the list of gifts.

Being Shown Around the World

To date, "Around the World" has grossed an estimated $17,000,000, all via the Todd policy of reserved seat tickets. To date, the film has been playing in 66 American and Canadian theatres as well as in London, Paris, Tokyo, Caracas, Bogota, Sydney (Australia), and Dusseldorf (Germany). The New York engagement alone has played to more than 930,000 people and has grossed over $1,910,000.

Universal Drive

(Continued from page 1)

at the Essex House here by Alfred E. Daff, executive vice-president.

Designated as Feldman releases for the drive will be 15 important films starting with "My Man Godfrey" and including Universal's January, February, March and April releases. Extensive promotional plans are being developed for these pictures, Daff said.

More than $50,000 in prizes will be distributed in the drive to the company's division, district, branch and office managers, salesmen and bookers for the best billing results achieved during the drive period. In addition to the overall prize money, the branch managers will vie for 18 different "man of the week" awards in the form of special gifts and prizes.

Pearls being the symbol of a 30th anniversary, special promotional material to be used in the company's branches will feature this motif.

Television Today

Plan Toll-TV System In Three Ohio Cities

Special to THE DAILY

COLUMBUS, O., Oct. 16.–Toll TV system for Columbus, Dayton and Springfield, to cost $3,000,000 and be in operation within 12 months, was announced by Dayton Wired Music, Inc. (Muzak). Alfred M. Sinder and Herbert Huffman are partners in the enterprise. Application is pending with the Ohio Bell Telephone Co. for the wiring of the three cities.

All Systems Are Considered

Kenneth Britton, engineer in charge of the Muzak system, has studied toll TV systems similar to the one in use at Bartlesville, Okla. Exploratory talks regarding type method of toll TV are being conducted by Dayton Wired Music with International Telemeter, Jerrold Electronics and Skiatron Corp.

Lawrence Forms New Hollywood Affiliate

The formation of a new Hollywood affiliate, Lawrence-Schnitzer Productions, Inc., was announced here yesterday by Robert Lawrence, president of Robert Lawrence Productions, Inc. The new company is the fifth branch or affiliate acquired by Robert Lawrence Productions since 1954, when an expansion program was inaugurated to provide the company's clients with one-stop film service.

The other branches or affiliates are: Grantray-Lawrence Animation, Inc., Hollywood; Robert Lawrence Productions (Canada) Ltd., Toronto; Loucks and Norling Studios, Inc., New York; and Pintoff-Lawrence Productions, Inc., also New York.

Fleisher Files Suit

Associated Artists Productions, Inc., P. R. M. Productions, Inc., U. M. & N. TV Corporation, the Dumont Broadcasting Corporation, Flamingo Films, Inc., WPIX, Inc., Max Fleisher, individually and as co-trustee of the dissolved Fleisher studios in Florida, Paramount Pictures and Paramount Pictures Corporation were named defendants here yesterday in a New York Federal Court suit filed by producer Dave Fleisher, who seeks to enjoin those companies from handling TV showings of a number of "Popeye" and "Superman" cartoons originally produced in 1941.

Telemeter

(Continued from page 1)

right to put up its own poles for th coaxial cable in Dewey. Vumore i using Southwestern Bell Telephon Company poles in Bartlesville for th 40 miles of cable already strung. Th cost to Vumore for use of the pole here is about $3,900 per month.

Meanwhile a partial list of the pictures to be offered local teemovie subscribers for November has bee announced. They include four fro Universal, "Quantez," "Joe Butterfly," "Slim Carter" and "Unhol Wife"; "Loving You" and "Bea James" from Paramount; "Operatio Madball" and "Pickup Alley" fro Columbia; "Pawnee" from Republic "The Tall Stranger" and "The Hunchback of Notre Dame" from Allied Artists; and "The Pride and the Passion' and "The Fuzzy Pink Nightgown' from United Artists.

L. A. City Council

(Continued from page 1)

Theatres-Telemeter, Skiatron and Harriscope. FWC Theatres-Telemeter and Harriscope were given an opportunity to up their original bids from two per cent to two per cent plus $100 of yearly gross, as made by Skiatron, and immediately agreed to by representatives of both systems before vote was taken, in order to confirm identical bids of all three, and avoid any minor technicality.

The applicants must file a faithful performance bond within five days; then, the city attorney will prepare and the council will publish an ordinance officially accepting the bids, which will become effective after 30 days.

Franchise holders will then have two years in which to put their systems into operation.

Questioned on the possibility that one system might receive special benefits of city facilities, Robert Russell, assistant to the general manager of the Department of Public Utilities and Transportation, said, "We will lend support to no one franchise holder in particular."

Guild Films Has Best Nine Months

Guild Films Company, Inc., TV film distributor, has reported a net income of $616,473 after taxes for the first nine months of fiscal 1957, ending Aug. 31, it was announced here by George J. DeMartini, treasurer of the company. The total exceeds that of any similar nine-month period in the history of the company, DeMartini said.

Figures for the nine-month period were: Gross Income, $5,631,012.00; Net Income (after taxes), $616,473.53; Earned per share, 40 cents.

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)L. 82, NO. 77 NEW YORK, U.S.A., FRIDAY, OCTOBER 18, 1957 TEN CENTS

DITORIAL

Jew Heart Project

By Sherwin Kane

HE selection of the Dr. Revici cancer research laboratory and clinic by Tent 35, Variety Clubs ternational, as its new Heart Proj- t, announced at a luncheon here sterday, was decided upon only ter the most careful study and deli- ration. It was, in fact, debated by ficers and canvasmen, many of hom for months were far apart in eir views, since last February.

The extended deliberations were quired by the very nature of the oject. The treatment of cancer re- ains a major challenge to medical ience. The mysteries of the dread sease remain just that—mysteries— ıd claimants to progress in un- velling them are regarded through- ıt the medical world with the ut- ost skepticism.

Dr. Revici and his aides are at- mpting to find answers from a some- hat new starting point and, until cently, a somewhat neglected pro- dure. He has been modest about is claims, but the results of some of is work speak forcefully of the dis- overies which may lie in the path e is taking.

•

Some of the results were told to n audience of industry notables at esterday's luncheon by Tent 35 of- cers who have personal knowledge f them. It was, in fact, knowledge f this kind which led Irving Dolling- r to call the attention of the Tent's leart Project committee to Dr. evici's work almost a year ago. And was knowledge of the kind that ventually decided the committee to ecommend it, the Tent to adopt it.

In expressing his appreciation of 'ent 35's action yesterday, Dr. evici disclosed that next month he vill make a new report to medical uthorities on the status of his work n the study and treatment of can- er. It promises to be a most signi- icant report.

Every serious and enlightened ef- ort to conquer cancer is deserving of assistance and support. It is in his sense, in the hope of advancing nedical knowledge of cancer and, if here is to be one, its cure, for the good of all mankind that Tent 35 chose its new Heart Project.

It is deserving of the help not only of all Tent members but of all of show business in this area, as well.

SW to Seek Two Theatres

From THE DAILY Bureau

WASHINGTON, Oct. 17.—Stanley Warner Theatre Company will seek court approval for two special theatre acquisition deals, Justice Department officials said.

Under one proposal, they want permission to use the Capitol Theatre in Cincinnati to show either Cinerama or regular films. The circuit now has authority to use the Capitol for Cinerama, but wants to enter into a new long term lease for the theatre, and

(*Continued on page* 7)

Lipton Tells Ad Plans At U-I Sales Meeting

Selective pre-selling to fit the current competitive situation in the advertising field was explained to the fourth days' session of Universal-International sales executives yesterdav at the Essex House by David A. Lip-

(*Continued on page* 7)

Mike Todd Holds 'Intimate Shindig'

By JAMES M. JERAULD

Mike Todd's intimate little shindig celebrating the first anniversary of the opening of "Around the World in 80 Days" was staged last night in Madison Square Garden.

Between 15,000 and 18,000 attend-

(*Continued on page* 7)

No Application-Processing Before Mar. 1

FCC Lists Conditions For Tests of Pay-TV

Applicants Must Prove Qualifications, Give Statement on Use of Commercials

By J. A. OTTEN

WASHINGTON, Oct. 17—The Federal Communications Commission today issued the detailed conditions under which it proposes to consider applications to test subscription television. A 30-page document put these major qualifications on all applications:

Toll-TV can be tested only in cities having at least four top-quality TV signals. The systems must meet FCC technical requirements to be eligible for testing. No toll-TV system can be tested in more than three cities. More than one method can be tried in each

(*Continued on page* 6)

FCC's Six Requirements For Toll-TV Applicants

Conditions under which toll-television may be tested by applicants to the FCC, were outlined yesterday by the commission as follows:

¶ Toll-TV can be tested only in cities having at least four top-quality TV signals.

¶ Toll-TV systems must meet FCC technical requirements to be eligible for testing.

¶ No toll-TV system can be tested in more than three cities.

¶ More than one method can be tried in each city.

¶ More than one method can be tried on an individual station.

¶ More than one station in a city can test toll-TV.

Johnston Cites Many Hollywood Milestones

From THE DAILY Bureau

HOLLYWOOD, Oct. 17.—"Has there been any greater discovery in California before or since the navel orange?" Eric Johnston, president of the Motion Picture Association of America, said here today of the Hollywood motion picture industry as the Hollywood Golden Jubilee celebration

(*Continued on page* 6)

Col. Latin American Meet Starts Monday

Special to THE DAILY

MIAMI BEACH, Oct. 17. — Delegates from 15 countries will attend Columbia Pictures International's Latin-American sales convention to be held beginning Monday at the

(*Continued on page* 7)

N.Y. Variety Tent to Sponsor Revici Cancer Study, Clinic

(Pictures on Page 3)

The Variety Club of New York, Tent 35, announced its Heart Project at a luncheon at the Sheraton-Astor Hotel yesterday, with several hundred barkers and their wives in attendance. The formation of the Cancer Control Research Foundation of New York, Inc. was announced, whose principal aim is the support of the Institute of Applied Biology, at 161 East 90th Street, New York. Chief work of the institute is that of Dr. Emanuel Revici in the field of cancer control.

The project will be known as the Variety Medical Center, inclusive of research laboratory, clinic and facilities at Trafalgar Hospital. A medical presentation will be made Nov. 14 at the hospital.

Harold Klein, New York tent chief barker presided, introducing a number of dais guests, both industry executives and show business personalities, inclusive of Red Buttons, Diana Dors

(*Continued on page* 3)

TRADEWISE
on page 2

Television Today
on Page 6

PERSONAL MENTION

MOREY R. GOLDSTEIN, Allied Artists general sales manager, will return to New York today from the Coast.

•

IRVING SOCHIN, general sales manager of Rank Film Distributors of America, has left Chicago for Houston.

•

JESSE CHINICH, Buena Vista Western division manager, returned to New York yesterday from the Coast.

•

EDWIN H. KNOPF, M-G-M producer, will return to New York from Europe today aboard the "Liberte."

•

KIRK DOUGLAS will return to New York today from Europe.

•

ROD STEIGER will return to New York today from London.

Freeman Is Chairman Of Research Council

From THE DAILY Bureau

HOLLYWOOD, Oct. 17.–Y. Frank Freeman was named chairman of the board of the Motion Picture Research Council at its 10th annual membership meeting yesterday. Other officers named were William Mueller, vice-chairman; Farciot Edouart, secretary, and William Kelley, treasurer and executive director.

Directors are: Les Sansom, Allied Artists; Gerald Rackett, Columbia; U. B. Iwerks, Walt Disney; Douglas Shearer, M-G-M; Farciot Edouart, Paramount; Dan J. Bloomberg, Republic; William Eglinton, RKO; Sol Halprin, 20th Century-Fox; Alexander Golitzen, Universal - International; William Mueller, Warner Bros. Additional board members are Freeman and Morris Weiner, representing producing companies, and George Golitzen, representing production managers.

'Sail' in 13 Theatres

A multiple first run booking has been set by M-G-M for "Until They Sail" on the West Coast. The picture will open Oct. 30 in 13 suburban theatres in Greater Los Angeles, bypassing downtown single first run.

'Uncle' Here Oct. 25

Columbia's "How to Murder a Rich Uncle" will have its New York premiere at the 55th Street Playhouse, Friday, Oct. 25.

TRADEWISE

By ONLOOKER

MANY observers of the Times Square scene were pointing out last night that the irrepressible Mike Todd, solo, was able to attract more personalities, from Hollywood and elsewhere, to his first anniversary party for his "Around the World in 80 Days" at Madison Square Garden than the motion picture industry (or, at least, Hollywood) could muster for its late lamented Golden Jubilee star tour project. . . . Next time the industry plans something of the kind, it seems it would do well to bypass its Hollywood promotion executives and call upon Todd to get the thing done. . . . Practically no one disagrees that this latest inept incident constitutes a setback to industry prestige among those civic dignitaries and publications which already had extended cooperation to the personality tour project, or were prepared to give it when the time came. Nevertheless, there are quite a few exhibitors of consequence who express only the mildest of regrets, if any, over cancellation of the tours. . . . Their reasoning is that, while the hoopla and interest which the star tours could be counted upon to arouse at the local points on which they came to rest might well be a good thing, there is little prospect of even a big name tour translating itself into a boxoffice build-up of any significance at this time. The reason, they say, is that the product now in release and to be released up to late December, by and large, is just not of a calibre to keep the crowds coming once a star tour has moved along to the next stop. . . . Which is in line with something this department remarked upon only recently. That is, that practically every study of an ailing industry — has emphasized one cardinal point: You must have the merchandise on the shelf before you start the recovery sales effort. . . . That is a simple fact that should be obvious to all. Why beat the drums, or have star tours beat them for you, to draw the public to your stores at a time when the merchandise on your shelves isn't what they're looking for. . . . Had distributors arranged to make their very best product available during the ensuing two months, which they haven't, cancellation of the star tours would have been a serious business loss. As it is, it's merely another regrettable instance of inept planning, and promising beyond capacity to deliver.

ONE OF THE surprising things about the star tour project is that the idea for it was carefully examined by a committee of qualified Eastern industry advertising-publicity executives early this year and rejected as "impractical." The group which advised that the industry skip it was a subcommittee of the Joint COMPO-MPAA-TOA business building committee, whose members were Rodney Bush of 20th Century-Fox; Jeff Livingston, Universal; Ernest Emerling, Loew's Theatres; George Kerasotes, TOA, and Charles E. McCarthy, COMPO. . . . The reasons they gave for advising the business building committee to forget the star tours idea were exactly those that arose last week to kill the project after preliminary arrangements for it had been virtually completed and publicized in cities all over the land, and thousands of dollars had been expended on it. . . . The subcommittee's report of last February said in part: "After exploring the subject, the sub-committee believes that any plan to activate a mass tour of stars for Golden Jubilee as was done for Movietime, U.S.A. is impractical. Studios no longer have large lists of contract players who can be assigned to such tours." . . . The report went on to make the suggestion—which still has pertinence—that instead of star tours, a program be developed to integrate the "in person" tours conducted by individual distributors and the independent stars, with a piece of the picture, into a continuing effort for the business building campaign. . . . Too bad the MPAA ad-publicity committee let Hollywood talk it out of heeding its own group's counsel.

Murphy and Montgomery On Federal Arts Group

From THE DAILY Bureau

WASHINGTON, Oct. 17. – Acto Robert Montgomery and Georg Murphy are included among the nin members of a Government Advisor Committee on the Arts. The group named today by Secretary of Stat Dulles, was created by Congress t advise the President and Governmen agencies on carrying out Federal cultural programs.

Japan May Cut Film Foreign Import Budget

Special to THE DAILY

TOKYO, Oct. 14 (By Air Mail).- The Japanese government has refuse comment on reports that the foreig film import budget for the secon half of the 1957 fiscal year will b cut from $4,500,000 to $3,500,00 in order to preserve the country' foreign exchange.

It has also been rumored that th remittance rate of accrued yen will b cut from the 25-22 per cent presen rates to 18 and 15 per cent, depending on the classification. Accrued ye now stands at about $4,680,000, o which some 60 per cent belongs t American producers.

WB Dismissals Called SPG Contract Violation

The planned dismissal of 32 Warner Bros.' advertising and publicity employees here would be in violation of the company's contract with the Screen Publicists Guild, the labor organization declared here yesterday.

Guild members said that the firings "would leave motion picture film distributors unable to give films the advertising and publicity exploitation campaigns they deserve" and predicted that increased advertising costs would result from Warner's announcement that their future campaigns would be handled by outside agencies. Employment termination dates announced by the company were Oct. 28 for 11 publicists, and Dec. 13 for twenty-one artists and writers in the company's advertising department.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"LES GIRLS" starring
GENE KELLY • MITZI GAYNOR
KAY KENDALL • TAINA ELG
An M-G-M Picture in CINEMASCOPE and METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Barney Balaban, president of ramount Pictures, has been honored the Maryland State Council of the nerican Jewish Congress "for the stinguished administrative leader-ip which produced Cecil B. De-ille's 'The Ten Commandments,' the ost inspiring film of 1956."

☐

Ralph Cohn, vice-president and neral manager of Screen Gems, has cepted the chairmanship of the levision and broadcasting industries 57-1958 drive in behalf of the deration of Jewish Philanthropies.

☐

Hildegarde has named **Joseph einer** as her personal manager. **einer** currently is producing her rthcoming TV film series, "The In-rnational Show."

☐

A. W. Shackleford, long-time pres-ent of the Alberta Theatres Asso-ation, retired at the 14th annual eeting of the organization. He has en succeeded by **Douglas Miller** of bor, Alberta, former vice-president.

lfred Leases Theatre

LANCASTER, O., Oct. 14. – omas Alfred, president of the ocking Amusement Co., announced at the firm has leased the Palace heatre from Leo Kessel, who had erated it for many years. The ocking Co. also operates the Lyric, ly other downtown theatre in Lan-ster.

ox to Reissue 'Song'

"The Song of Bernadette" will be issued for world-wide theatrical stribution early next year to com-emorate the 100th anniversary of e miracle of Lourdes, Alex Harris-n, 20th Century-Fox general sales anager, said here yesterday.

tars Make Plea for unday Films in Hanover

Six 20th Century-Fox personalities Montgomery Clift, Dean Martin, auren Bacall, Tommy Sands, Dick owell and Mitzi Gaynor, have tape corded radio broadcasts asking tizens of Hanover, Pa., to vote in vor of Sunday movies in that city. local option law was recently assed, which placed a ban on such owings.

Theatre operators are campaign-g against the law which cuts mo-on picture going at one of the key oints in the week. Fox was asked aid the cause by the Goldman heatre Circuit.

IRVING DOLLINGER (above) tells about friends ravaged by cancer and saved by Dr. Revici, at the Variety project luncheon yesterday. His listeners at the dais include, Richard Walsh, Bill German, Dr. Revici, chief barker Harold Klein, Red Buttons, and Arthur Krim; and, below, Sol Strausberg, Ed Fabian, Dick Brandt, Julius Joelson, George Price, and Walter Reade, Jr. M. P. DAILY pictures

Variety Tent to Sponsor Clinic

(*Continued from page* 1)

and Edward Mulhare, who brought greetings from the London Variety Club tent.

Irving Dollinger described the initial stages of a search for a Heart Project for the tent, citing several instances which have come to his attention in the success of the work of Dr. Revici in a new concept, chemotherapy in the treatment of cancer.

Jack Levin Heard

Jack Levin, chairman of the tent's interim committee, explained further the examination of the proposed project and the decision to sponsor the cancer research and clinic of Dr. Revici, a medical doctor who has worked in Europe, Mexico, and now the United States.

Four on Committee

The interim committee was composed of Charles Smakwitz, Charles L. Okun, David Picker and Wilford W. Bower. Ira Meinhardt outlined the final steps in the decision on the project, and Dr. Revici expressed his appreciation of the support of the Variety Club and described briefly the basic conception of his chemotherapeutic treatment of cancer.

Randall, Hingle Head 'Payment' Bow Guests

Tony Randall and Pat Hingle will head a list of celebrities attending the "exurban" preview premiere of 20th Century-Fox's "No Down Payment" tonight at the Syosset Theatre, Syosset, Long Island.

A barbecue cook-out for the stars and press, and a motorcade to the theatre will precede the showing of the film, which will have a 100 theatre saturation opening in the New York area on Oct. 30.

Rank Using Superscope

LONDON, Oct. 17 – The J. Arthur Rank organization has deals pending with Joseph Tushinsky, president of Superscope, in Hollywood, to convert two more of its films into the Superscope anamorphic widescreen dimension for reissue in the United States, it has been disclosed here. Arrangements were recently completed for re-release in the U.S. of "Henry the V."

Valley Amusement Gets Permission for Drive-In

Special to THE DAILY

BALTIMORE, Oct. 17 – Permission has been granted by Baltimore county zoning officials for the Valley Amusement Co. to erect a drive-in theatre and amphitheatre on Reisterstown Road in Garrison, Md.

Opposition to the drive-in, designed to accommodate 1,240 cars and an amphitheatre seating 3,000 persons, was centered on traffic hazards, adequate controls for which must be provided for the decision to take effect.

. . . NEWS ROUNDUP

NTS Agent in Bartlesville

Beginning Monday, and for the next three weeks, National Theatre Supply Co. is placing in Bartlesville Okla., Howard C. Nelson, representative of its Oklahoma City branch, to consult with exhibitors contemplating cable TV installations and to explain to them the telemovies equipment at the telemovies studio. NTS furnished the equipment, which was manufactured by General Precision Laboratory.

■

German Film Week Here

Eric Johnston, president of the Motion Picture Association of America, will represent the industry at a dinner in honor of H. L. Krekeler, the German Ambassador, which will be held here next Wednesday at the Museum of Modern Art. The dinner will inaugurate a week of showing of unreleased German films.

■

Broadcast Pictures Formed

Joseph Steiner, producer, has formed Broadcast Pictures, Inc., to make films for both television and theatre release.

■

Kayle Secretary of TPA

Milton P. Kayle, general counsel for Television Programs of America, has been named secretary of the company. He was at one time a White House aide to President Truman.

■

'Colossal' to Paramount

American - International Pictures' "The Amazing Colossal Man" will open here Friday, October 25, at the Paramount Theatre.

Art Directors Reelect Krizman and Marter

From THE DAILY Bureau

HOLLYWOOD, Oct. 17. – Serge Krizman was re-elected president of the Society of Motion Picture Art Directors, for a second term, at the annual membership meeting in the Bel-Air Hotel here. Van Marter was elected vice-president, succeeding Merrill Pye.

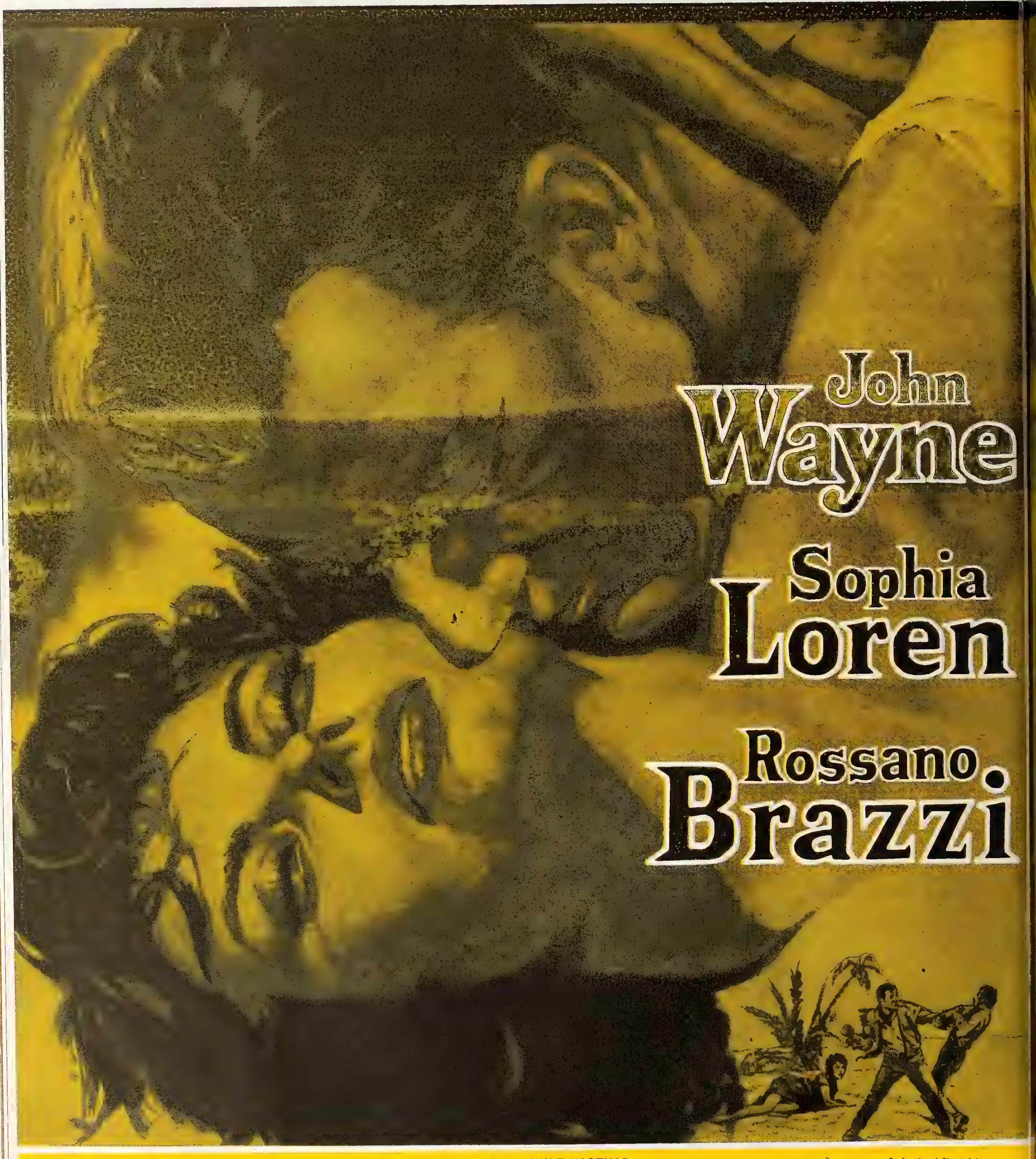
Krizman is art director on "The Frank Sinatra Show," and Marter is art director for McCadden Productions.

Malcolm Bert and Lawrence Klein, incumbent secretary and treasurer, respectively, were unopposed and unanimously re-elected. Leo Kuter, incumbent administrator, was re-elected by ballot.

The members also voted for a new board of directors, with results to be announced later.

Wayne Puts His Brand

IN THE BOLDEST ADVENTURE

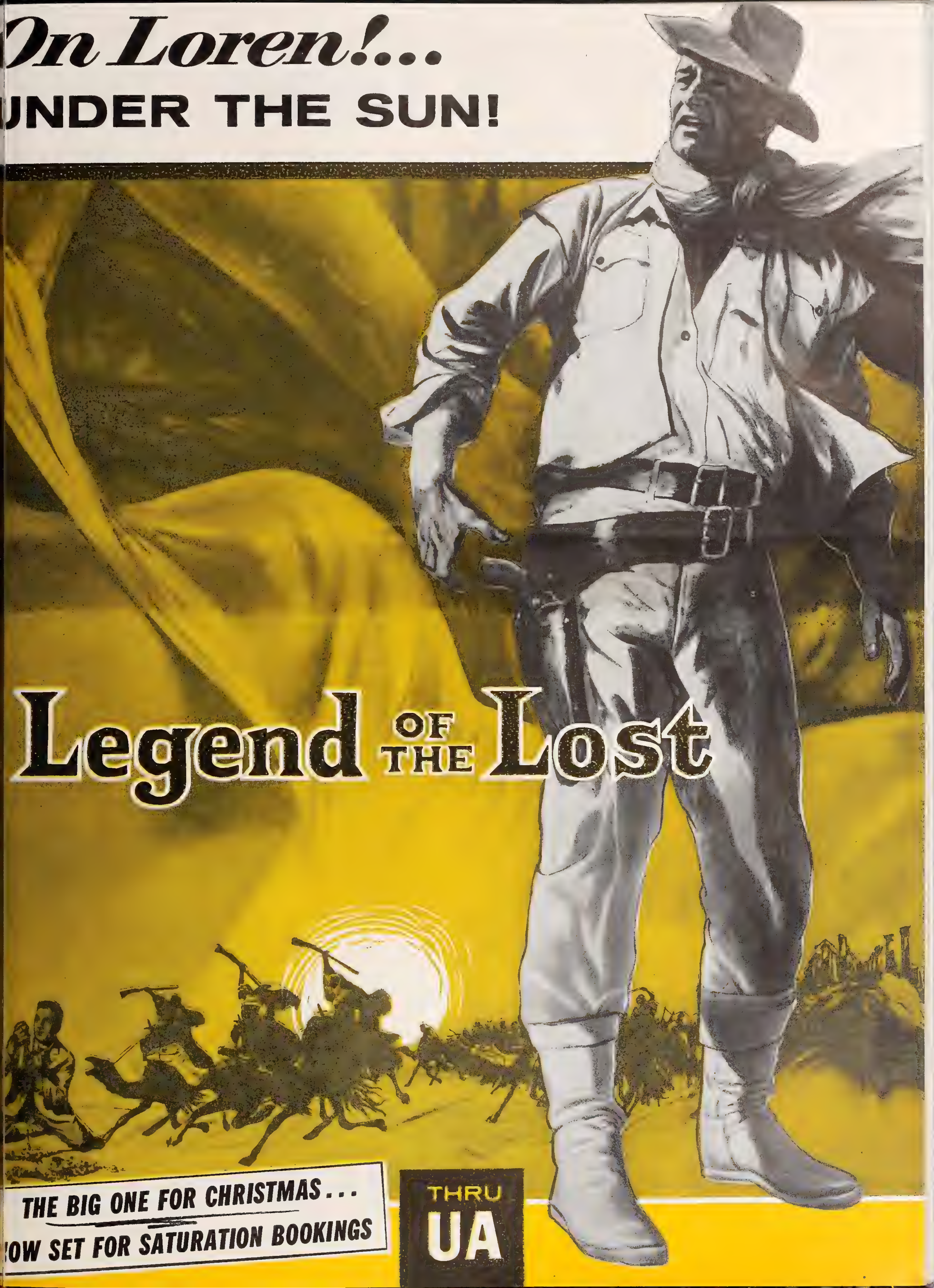

John Wayne
Sophia Loren
Rossano Brazzi

TECHNIRAMA® and TECHNICOLOR® with KURT KASZNAR · SONIA MOSER · ANGELA PORTALURI
IBRAHIM EL HADISH · Screenplay by ROBERT PRESNELL, JR. and BEN HECHT · A BATJAC Productions, Panama, Inc. Presentation

Produced and Directed by
HENRY HATHAWAY

On Loren!...

UNDER THE SUN!


Legend of the Lost
THE BIG ONE FOR CHRISTMAS...
OW SET FOR SATURATION BOOKINGS
THRU
UA

Permanent Authorization Not Before FCC Now

From THE DAILY Bureau

WASHINGTON, Oct. 17 – The FCC, in ruling on toll-TV tests today, reaffirmed that it is not reaching at this time any decision on permanent authorization of the medium, and said that a full-scale hearing will be held after the test period to decide whether or not to authorize toll-TV permanently.

The commission also emphasized that the present proceeding does not involve subscription TV service by wire over closed circuits, but only toll-television over broadcast channels.

Johnston Cites

(*Continued from page* 1)

got under way with a Los Angeles Chamber of Commerce luncheon at the Biltmore Bowl.

Referring to the long line of Hollywood historical milestones, Johnston, who was the chief speaker at the luncheon, said that he foresaw many more anniversary celebrations for the industry ahead. "Today our spirits are high and will remain that way for a long time to come. We are truly rich—rich in our friends and rich in our future. I don't know when I've seen Hollywood looking ahead more enthusiastically.

'An Occasion to Note'

"This is an occasion to note the past, yes, but it is most appropriately an occasion to celebrate the future. It's an occasion for pleasant times and happy prophecy . . . an occasion to mark the dawn of new years and new decades. All of us here look ahead with great expectations to the next golden 50 years of the motion pictures."

Johnston criticized those who doubted the historic significance of Hollywood's birth: "A few timid souls weren't sure we ought to go shouting to the world that Hollywood – the capital of glamor and eternal youth—was a venerable 50 years old. Wouldn't people scornfully proclaim, they said, that we were just trying to conceal our wrinkles under golden grease paint? And there were some who said that we had wrinkles elsewhere—in our pocketbook! The only future they saw in the motion picture theatre—thanks to that other medium —was as a parking lot, a filling station, or a hot dog stand—super colossal, of course!"

Telegram from President Eisenhower

A highlight of the luncheon, which was attended by 700 persons, was the reading of a telegram sent by President Eisenhower to Johnston in which the Chief Executive offered his "best wishes and congratulations" and paid tribute to the motion picture as a medium "which has brought education and entertainment to a wide community."

Pay-TV Tests

(*Continued from page* 1)

city, and more than one method may be tried on an individual station. More than one station in a city can test toll-TV.

On Sept. 18 the commission said it planned to accept applications from individual television stations for authority to test fee TV for a period of not more than three years. The commission said at that time, however, it would not begin processing these applications before March 1. It reaffirmed these rulings today. It also said today both Very High Frequency and Ultra High Frequency stations should be eligible for the toll-TV tests.

Congress Could Step In

The March 1 deadline, however, gives Congress ample time to step into the toll-TV picture before the commission begins processing any applications. House Commerce Committee Chairman Harris (D., Ark.) has already announced he would hold hearings on the FCC proposal early in January. Other Congressional hearings and even court tests may come before the commission acts on its proposal, since several Senators and Congressmen have announced their determination to fight authorization of toll-TV.

At the time of its earlier announcement, the FCC said it was directing its staff to draw up the conditions that would be used to process individual applications. The document the commission approved today was that order.

No System Mentioned

The commission did not specify which toll-TV systems would meet its requirements. These requirements were that the system not interfere with other radio services or degrade the technical quality of TV service. Any station proposing a toll-TV test would have to prove to the FCC that the system it planned to test met these requirements.

The three original toll-TV proponents were the Phonevision system of Zenith Radio Corp., the Subscriber-Vision system of Skiatron Electronics and Television Co. and the Telemeter system of International Television Corp.

Two Recent Entries

More recently the FCC heard of two new systems—Bi-Tran, proposed by Blonder - Tongue Laboratories, Inc., and Teleglobe, proposed by Teleglobe Pay-Television System, Inc.

The commission said it felt that both opponents and proponents of toll-TV had exaggerated in their arguments on the subject, and that the only way to get the real facts was to have an extensive test period.

It did not say for how long a period it would receive applications for toll-TV tests. It did say that testing should start within six months after an authorization was given, and should last three years. Thus the total test period would run considerably over three years.

For example, if the commission wanted to receive applications for a year, the total period for all stations before tests were concluded could be four and a half years. It could be longer.

Prefers One Test Period

The commission said generally the tests should be during the same general period, but that considerable flexibility was obviously needed to get tests of different systems and in different cities.

Applications may be filed now, but no action will be taken before March, the FCC declared. It said some people had suggested limiting tests to UHF stations, but that it could see no reason for this and that both VHF and UHF stations might participate.

20 Cities Eligible Now

Some 20 cities now meet the test of having four top-quality commercial signals, the report said. It listed these: Chicago, Dallas-Fort Worth, Denver, Fresno-Tulane, Harrisburg, Hartford, Los Angeles, Miami-Fort Lauderdale, Milwaukee, Minneapolis-St. Paul, New York, Philadelphia, Phoenix, Portland-Vancouver, St. Louis, San Antonio, San Francisco, Seattle-Tacoma, Washington, D.C., and Wilkes-Barre-Scranton.

Other cities may qualify later by building up to a fourth top-quality station.

Additional Conditions

In addition to the criteria listed above, the commission put these conditions on applications: participating stations must have control over selecting, scheduling and rejecting programs, and will determine the maximum charges to subscribers. Charges and terms of service must be applied uniformly to all subscribers within reasonable classifications. Stations must broadcast a minimum number of hours of free programs, give equal time to public candidates, and meet other current broadcast requirements.

The FCC order set forth detaile information that each applicatio must provide, including a statemen as to whether the station intends t broadcast commercials during toll-T programs.

Commissioner Bartley dissente from the FCC action, saying he fel the FCC did not have enough information even to order tests. H said a full hearing should be hel before even tests are scheduled. Th commission's decision, he said, wa "buying a pig in a poke, and th trouble may be that, when we ope the poke, we may discover a spectrum hog."

The commission majority said proponents were urging immediate, definitive authorization of toll-TV while opponents say the FCC shoul refer the question to Congress o prohibit toll-TV.

"We believe the proper course fo the commission does not lie at eithe extreme," the FCC said. It said toll-TV tests, conducted under the conditions it has outlined, would permit the public to register its judgment on toll-TV, give the FCC valuable information on the impact o toll-TV on free television, provide information as to the need to standardize TV equipment and methods and indicate whether additional legislative authority.

Legal Authority Reiterated

The FCC order re-stated at lengt the commission's belief that it ha legal authority to test toll-TV a present.

The commission conceded tha there were impressive arguments tha toll-TV would provide new entertainment programs, including feature films. It also conceded impressive arguments that toll-TV would supplant free-TV, but said the evidence wasn't impressive enough to rule out even tests of the new method.

The best solution, the commission reiterated, was a carefully-controlled test of toll-TV to determine the validity of the various arguments.

Television Today

Third Sherwood TV Competition Is Set

The third annual competition for the Robert E. Sherwood awards for television programs dealing with freedom and justice was announced by Robert M. Hutchins, president of the Fund for the Republic. The Fund established the awards in 1955 in memory of the noted playwright.

There will be five awards: a $10,000 first prize for the best program of any type on the topics cited above, and four $1,000 awards for programs considered to have outstanding merit. Citations of honorable mention will also be given to those considered notable.

Writers Guild Meeting Delayed to Nov. 16-17

A meeting of the National Counc of the Writers Guild of Americ originally scheduled for this weeken in New York, has been postpone until Nov. 16 and 17.

Fourteen working contracts with th networks terminate next year and a scheduled for discussion. Other problems on the agenda are the status talks between the guild and the Society of Authors Representatives in th east and the Artists Managers Guil on the west coast, recent changes i the copyright law, constitution changes involving membership statu and several special projects.

ational re-Selling

"A CROSS THE BRIDGE," a J. Arthur Rank film, was ected by "Life" for review in the tober 21 issue. It is the story of arrogant international financier, crooked schemes exposed, who s for haven into Mexico.

A large photo shows the fugitive, yed by Rod Steiger, whimpering the Mexican side of a bridge oss the Rio Grande. Whining on U. S. side and tantalizingly tied out 50 feet beyond the reach of desperate man is his last friend, dog. While the police, who are ng the dog as a lure, watch from U.S. side of the border the nzied financier paces the bridge ing to decide whether to risk a g term in prison by a dash to rieve the dog.

•

Frank Sinatra, Rita Hayworth and n Novak, stars of "Pal Joey," have en caricatured by Kapralik for the l-color front cover of "Pictorial view's" October 20 issue.

•

A striking page ad on "The Joker Wild," starring Frank Sinatra, tzi Gaynor and Jeanne Crain ap- rs in the October issue of "Seven- n."

•

Giorgia Moll, the feminine lead "The Quiet American," was born Rome, but reads Russian and aks six other languages and has d most of the western literary ssics. In addition to all these ac- nplishments, she is very pleasant look at as she appears on a color ge in the October 29 issue of ook." This attractive photo leads a pictorial story of this new ac- ss who does not belong to the som-heaving school of Italian act- . Joe Mankiewicz, the producer, s "For an Italian-German, she ys a great 'Asian'."

•

"3:10 to Yuma" receives a lauda- y review in the October issue of edbook."

WALTER HAAS

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ipton Tells Ad Plans

(Continued from page 1)

., vice-president in charge of pub- ty, advertising and exploitation.

"The American public today," he d, "is exposed to more advertis- , through more media, in more ys than at any time in our history. addition to the sheer volume of ad- tising the public also is being hit m all sides with the most highly veloped advertising and merchan- ing techniques and skills the world ever known."

Motion picture advertisers, he stat- must concentrate their selling those specialized areas where they can hope to break through this wall of advertising volume.

"We can no longer afford to scatter our shots. We must forget the shotgun approach and employ that of the sharpshooter."

Todd's Party

(Continued from page 1)

ed and had fun. Only a world traveler like Phineas Fogg can visualize the enormity of the occasion. Take the champagne, for instance. Allowing for a percentage of the teetotalers it can safely be estimated that 60 per cent of the guests—approximately 10,800—sipped the sparkling beverage. That's a bit of sipping.

Cider, Guaranteed 1957

For those who couldn't get near the sipping department there were several hundred gallons of 1957 vintage cider made from apples which grew on the north side of the hills of upper New York State and were picked by hand. Some sipped this, some swallowed copiously and a few who didn't care about spotting their black ties and white shirt fronts did some guzzling while nibbling at their caviar on U. S. made crackers, or tasting of the fried honey bees with some skepticism. After all, the gourmets who are accustomed to the finer nuances of bee frying often prefer honey on a Scotch muffin.

Also, there was baby octopus. This closely resembles the scallops served in California restaurants. It should be served au beurre or with bread crumbs.

There Were a Few Lions

Here and there, there were lions, but no charcoal to broil them.

Tops for size and scenic magnificence was the birthday cake made of Swans Down flour, 2,000 eggs and 68 gallons of water. It was cut by Elizabeth Taylor, using the sword of Damocles, which proves it was no Greek myth. A guillotine would have been faster.

There was entertainment, too, and other viands—2,000 of them supplied by the Food Fair Stores headquarters in Philadelphia. CBS Playhouse 90 had the goings-on tickling the air waves from 9:30 to 11. There were parades and well known entertainers, and birthday gifts from France, England, Australia, Japan, Hong Kong, Thailand, Cuba, Colombia, Hawaii, Sweden, Italy, Scotland, Canada and other places.

Plane, with Directions for Use

About 1,000 of the guests came in from 120 cities where "80 Days" has been playing as the personal guests of Todd, with all their expenses paid. Every guest received a gift, ranging from an "Around the World" charm bracelet to a motor cabin cruiser and a light airplane with flying lessons promised.

A marine airing for those hung over from last night's festivities has been scheduled by Todd aboard the S.S. Miss Liberty at 1 P.M. today. Brunch and Bloody Marys will be served.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

NATIONAL Carbon Company has announced development of a new 9mm positive carbon for motion picture arcs operated at 65 to 80 amperes. It is a 14-inch carbon which, says the announcement, burns 30 per cent slower than previous carbons in this current range, yet gives 10 per cent more light.

•

A & M Karagheusian, Inc., New York, manufacturers of the famous "Gulistan" carpets, is expanding its subsidiary distributing company, Seaboard Floor Coverage, Inc., Philadelphia, to handle distribution in the New York metropolitan area in addition to other Atlantic States. New York distribution was formerly handled by the Wornock Mills, Inc., which continues as Karagheusian distributor in West New York State and Northern Pennsylvania.

•

John C. Pollock has been named sales promotion manager of the Dr. Pepper Company, Dallas, Tex., in further expansion of the company's national marketing staff. The company reports that sales in September were up seven per cent over those of the same month last year, indicating that Dr. Pepper is growing in popularity as its national marketing program makes it available in more sections of the country.

•

Radiant Screen Corp., Chicago, has appointed George C. Noble, Mercer Island, Washington, sales manager for seven western states.

Columbia Meet

(Continued from page 1)

Americana Hotel here to discuss product for 1957-58.

Lacy W. Kastner, Columbia International's president, will head a contingent from New York to the week-long meeting, over which Sig Kusiel, vice-president and Latin-American supervisor, will preside.

Producers Sam Spiegel and Mario Moreno will be special guests at the convention.

Others in the New York delegation will include Joseph A. McConville, Morris Gooodman, Bernard E. Zeeman, Joseph E. McConville, Lawrence H. Lipskin, Stanley Schneider, Herman Golden, and Ed Levine.

SW to Seek

(Continued from page 1)

and seeks authority to use the theatre for any type of film exhibition. This takes an amendment to the Warner consent decree and new court action.

The other proposal is to put Stanley Warner back into exhibition in Punxsutawney, Pa. Warners was operating two theatres there, but under the original consent decree had to dispose of one. Actually, it disposed of both, leasing one and subleasing the other. The exhibitor who took over the two theatres now wants to get rid of them, and Stanley Warner proposed to take both back, operate one, and dispose of the other again as soon as possible.

No date has yet been set for a New York District Court hearing. Justice Department officials refused to state their stand, but Justice opposition is considered unlikely in view of the circumstances of each proposal.

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or Pay-TV Tests

oth Sides laim Victory n FCC Rules

ust What We Asked for'; onditions Hard to Meet'

From THE DAILY Bureau

VASHINGTON, Oct. 20.—Both ponents and opponents of subiption television claimed major vicies in Thursday's Federal Comnications Commission announcent setting forth the conditions for TV tests.

Toll TV proponents generally took line that it would enable them to monstrate popular approval of their res. "It's very satisfactory, just at we asked for," a Zenith official clared.

But opponents said they felt the

(*Continued on page 3*)

oreign Film Festival or 10 Pa. Theatres

Special to THE DAILY

PHILADELPHIA, Oct. 20.—Ten al and area houses have entered o a simultaneous showing deal on film product being handled here Eddie Gabriel's Capital Film Exange for Philip Levine's Union ms, New York. The plan, calling multiple second-run showings to e product a fast territorial playoff d save on prints, will be introduced th a local "Foreign Film Festival"

(*Continued on page 3*)

rs. M. Henry Dawson esigns Post at MPA

Mrs. M. Henry Dawson, associate ector of community relations at the otion Picture Association of Amer, has resigned, effective Nov. 1.

Mrs. Dawson's work as editor of the int Estimates of Current Motion ctures (The Green Sheet), pubhed on behalf of 12 leading nationwomen's organizations, is well ow in motion picture circles. She so developed the "wiggle test," an alysis chart of children's reactions motion pictures.

Hungary Selects 10 Hollywood Pictures; Will Be First There Since Korean War

From THE DAILY Bureau

WASHINGTON, Oct. 20—The Hungarian government has tentatively selected ten Hollywood motion pictures for showing in Hungary—the first American films to be shown there since the Korean War.

Hungary agreed to buy a minimum of ten films from a list of 42 submitted by the Motion Picture Export Association. Summaries of the 42 were sent to the Hungarians, from which ten were selected for screening by the government. The ten prints have been sent over and if they are approved for distribution in the country, MPEA will be paid in dollars in New York.

Although the names of the ten pictures have not been made public, the government is reported to have announced that the first picture shown there will be "Trapeze," a United Artists release.

Welsh Exhibitors Hit Sales of Films to TV

From THE DAILY Bureau

LONDON, Oct. 18 (By Air Mail). South Wales exhibitors will carry out their own boycott of all films produced at Ealing Studios if the 90 to 100 old films Ealing owns are sold to television. It also has been recommended that the Board of Trade be approached to get more protection against future TV use of films subsidized from the Production Fund.

In proposing the boycott, Wyndham Lewis said: "These films will be shown at peak times all over the coun-

(*Continued on page 7*)

Tamarin Executive Asst. Of UA Music Companies

Al Tamarin

Alfred H. Tamarin has been appointed executive assistant to Max E. Youngstein, president of United Artists Record Corp. and United Artists Music Corp., newly formed subsidiaries of UA Corp. The appointment of Tamarin was the first to be made by Youngstein since his election as head of the new companies. Youngstein is also vice-president of the parent company.

Tamarin has been with UA for

(*Continued on page 3*)

U-I Starts First of 6 District Meets Today

Universal-International will start a series of six regional sales conferences today in Chicago to be attended by branch managers, office managers, salesmen and bookers from the 33 branches. This series follows a week of top executive conferences in New York.

Foster M. Blake, western sales manager, will preside, and the personnel of the Chicago, Indianapolis, Milwaukee and Minneapolis branches will participate.

On Thursday, a meeting of Joseph Gins' district forces will be held at the Hotel Statler, Boston, with P. T. Dana, eastern sales manager, presiding, and with personnel of the Boston, Albany, Buffalo, New Haven and Washington exchanges attending. Also on Thursday, there will be a meeting at the Hotel Shamrock, Houston, Tex.,

(*Continued on page 3*)

Moore, DeBerry Named Para. Division Mgrs.

John G. Moore has been appointed to the post of Paramount Mid-Eastern division manager, which Howard G. Minsky recently vacated to become Eastern sales manager of International Telemeter Corp., and Edmund C. DeBerry, Paramount Cincinnati branch manager, has been named to succeed Moore as Eastern division manager. The new appointments were announced here at the weekend by Hugh Owen, vice-president of Paramount Film Distributing Corp. They became effective Oct. 14.

DeBerry moves to Boston, where

(*Continued on page 3*)

Quarter Report

Theatre Gross Of AB-PT Was Up for Summer

Overall Operating Profit $1,333,000 for Period

Theatre business for American Broadcasting-Paramount Theatres was "very good" in the third quarter of 1957, particularly during July and August, and "exceeded last year's results for the same period," Leonard H. Goldenson, president reported at the weekend.

The company's overall estimated net operating profit for the 1957 quarter was $1,133,000 or 30c a share as compared with $1,484,000 or 34c a share for the same period in 1956. For the first nine months of 1957 estimated net operating profit was $4,033,000 or 91c a share compared with $5,686,000 or $1.31 a share in the same period of 1956.

In broadcasting, Goldenson said, there was the usual seasonal decline in business during the summer months. As previously reported, ABC had been running behind for the

(*Continued on page 3*)

NARTB Regional Meets In Memphis and Dallas

Special to THE DAILY

WASHINGTON, Oct. 20. — The 1957 NARTB regional conferences come to a close this week with meetings at the Baker Hotel, Dallas, Tex., on Tuesday and Wednesday, and the Peabody Hotel, Memphis, Tenn., on Thursday and Friday.

The Region 6 Conference in Dallas will have as guest speakers Senator

(*Continued on page 7*)

TRADEWISE
on page 2

Television Today
on page 7

PERSONAL MENTION

BURTON E. ROBBINS, National Screen Service vice-president in charge of sales, will return to New York tomorrow from Hollywood.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from the Coast.

•

BARNEY BALABAN, Paramount president, left for the Coast over the weekend.

•

DAVID A. LIPTON, Universal Pictures vice-president, returned to the Coast over the weekend from New York.

•

RUBE JACKTER, Columbia Pictures assistant general sales manager, will leave here today for Chicago.

•

LARRY KANAGA, president of General Artists Corp., will leave New York for London today via B.O.A.C.

•

JAMES B. HARRIS, producer, and STANLEY KUBRICK, director, returned in Hollywood over the weekend from New York.

•

MRS. CARL CARBONE has given birth to a daughter, CARLA, at New Rochelle Hospital. Father is production manager of the TV department at National Screen Service.

•

SOL C. SIEGEL, who returned to New York recently from Paris, left here at the weekend for the Coast.

Para., Ponti, Girosi Sign

Paramount and Carlo Ponti and Marcello Girosi have completed arrangements whereby the two will make two pictures for Paramount during 1958. Both will star Sophia Loren and will be made at the Hollywood studio. They are planned as two of the most important pictures on the company's upcoming program and will be released by Paramount on a profit-sharing basis.

Shanfield Services Held

Funeral services were held here yesterday for Louis Shanfield, 68, former art director for 20th Century-Fox, who retired three years ago following 21 years of service with the company. He is survived by his wife, Mrs. Elsie Voss Shanfield, and a sister, Mrs. Zelda Moody of Buenos Aires.

TRADEWISE

By ONLOOKER

LEONARD GOLDENSON and Ed Hyman have invited trade press representatives to lunch in the company dining room on Wednesday to release their latest report of progress in their continuing campaign to induce distributors to adopt schedules of orderly distribution. Their idea, of course, is to try to assure theatres of a supply of strong attractions throughout the year, rather than at holiday times and in mid-summer months. . . . The Broadway talk is that AB-PT put up $1,500,000, RKO Theatres and Loew's Theatres $1,000,000 each of that $3,500,000 financing made available to United Artists recently as another spur to increased production. It's what they call putting the money where the mouth is. . . . These as well as other circuits have been decrying a shortage of product. Obviously, it's serious enough to them to warrant their advancing these substantial sums at a slack boxoffice period just to help grease the production wheels. . . . AB-PT, of course, is well along now in its own production enterprise. . . . The U. A. financing arrangement is a straight loan. No preemption or other rights of any kind concerning the completed product accrue to the lending circuits. It was cleared with the Department of Justice in advance on that basis. However, there is a stipulation that the financing will be used by U.A. on three specific pictures, thus assuring the lenders of the eventual availability of that much additional product. . . . Negotiating the arrangements with U. A.'s Robert Benjamin and Seymour Peyser were Leonard Goldenson and Sid Markley of AB-PT, Sol Schwartz of RKO Theatres, and Leopold Friedman and Gene Picker of Loew's Theatres. . . . U. A. originally included National Theatres and Stanley Warner in the financing discussions, with indications that they would come in on a total loan of $6,000,000, earmarked for at least five pictures. However, after the recent Department of Justice conference on authorization of production by divorced circuits, the likelihood remains that N. T. and S-W may be told to go ahead with production on their own, as AB-PT is doing, under certain specified conditions. For that reason, both N. T. and S-W may be retaining cash for possible use on productions of their own. . . . On the other hand, should the Justice Department go-ahead not be forthcoming, the two then might augment the U. A. loan. Certainly, neither is likely to enter production on its own if Justice vetoed pre-emptive rights on the product for each circuit's theatres, such as AB-PT houses enjoy with that circuit's pictures. Loew's and RKO Theatres were not concerned with that because neither seriously considered engaging in production on its own.

AB-PT, INCIDENTALLY, also has some of its money in "Around the World in 80 Days," in the form of a production loan to Mike Todd. . . . Numerous free-loaders at the Todd Madison Square Garden birthday party last week complained that (a) they didn't get anything to eat or drink, or (b) they didn't get enough. Also, charged Garden waiters with selling the supposedly gratis refreshments—a bottle of warm champagne with paper cups, for example, going for $10. Mobs contesting for the food and drink became unruly in some instances. Others were disgruntled because they expected presents and went away empty-handed. You know, a guy takes a chance when he decides to give something away. You can start a riot that way if you're not careful. . . . Well anyhow, some of them still may get a handout. There is supposed to be a drawing of ticket stubs on Wednesday for some of the more spectacular prizes donated for the affair, and which weren't given away at the party. . . . Scotland Yard comes up with some anti-TV propaganda. It reports that a majority of the burglaries committed in London in the last three months occurred while the victims were in their homes at TV sets. And, we assume, asleep.

Burt Ennis Resigns Altec Publicity Post

Burt Ennis

Burt Ennis, director of public relations for the Altec Companies, Inc., announced at the weekend he is leaving that post effective today. He joined the organization early in 1953 as publicity director for the Altec Service Co. and in January, 1954, was appointed director of all publicity and promotional activities for Altec Service and Altec Lansing Corporations.

Ennis created the Altec Promotional Caravan, a mobile unit which toured the country to exploit stereophonic sound by means of displays and feature stories. He later employed this promotional device in behalf of Altec sound installations in places throughout the country.

Prior to joining Altec, Ennis had an extensive career as publicity executive for Columbia, Paramount, the Roxy Theatre and many screen and stage stars. After a vacation in Florida he is under contract to deliver a book dealing with the late S. L. Rothafel and Herbert Lubin and Arthur H. Sawyer, who created and built the Roxy Theatre.

EKC Awards $400,000 For Educational Aids

Special to THE DAILY

ROCHESTER, Oct. 20.—Fifty-eight direct grants and 39 fellowships, with a combined value of over $400,000, have been awarded by Eastman Kodak Co. to colleges and universities in the United States.

The company also has contributed $175,000 in special grants to colleges and universities in areas where Kodak has special manufacturing interests, and an award of $32,000 to associated college groups and other education organizations.

Since 1955, about $900,000 has been contributed for fellowships and for assistance to educational institutions and organizations in fields of special interest to the company.

SPG, WB Meet Today

Warner Bros. executives and officials of the Screen Publicists Guild will meet here today at 2:00 P.M. at the Warner home office to arbitrate the company's recent dismissal of 32 advertising, publicity and exploitation employees.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

oth Sides

(*Continued from page* 1)

nditions listed by the FCC would ove extremely difficult to meet. 'he markets the FCC set down for ll TV tests are those where the sta- ns are most prosperous," one net- rk attorney noted, "Stations there e going to be very reluctant to give some of their prime time to test ll TV. Zenith and the others are ing to have a hard time finding ensees to come in to the commission d propose trial runs."

Sees Investment Risky

Another network official pointed out at the FCC had made a hard and st promise to hold full-dress hear- gs on toll TV after the test period over three years or more from now. That will give quite a few investors ause," he said. "I wouldn't want to ut money in something that the gov- nment has indicated so clearly may t be permanently in business."

A Congressman who has been fol- wing the situation closely wondered hether the toll TV systems would be tisfied testing in just three cities, nd said there was a good chance all e systems would want the same ties—Los Angeles, New York and hicago.

Congressional Action a Factor

Of course, the whole FCC order ould rapidly become academic early ext year if Congress steps in and utlaws toll TV. There are strong de- ands for just that to happen.

Meanwhile, Phil Harling, co-chair- an of the Joint Committee Against oll Television, said in New York that e had expected that the terms the CC handed down in regard to a toll- V test would be "in conformity with arlier and current regulations gov- rning radio and television broadcasts. don't think the FCC will know any- hing more about whether or not toll elevision is in the public interest hree years from now than they do oday. I do know that our committee vill hold a special meeting before he end of the year to see what can e done to stop the pay-TV question efore it gets to Congress."

Levey Optimistic

Indications that a toll-TV test may e soon forthcoming in New York City were contained in statement by Arthur Levey, president of Skiatron Electronics & Television Corporation. 'For more than seven years, we have been testing Subscriber-Vision, with the approval of the FCC, in cooperation with station WOR-TV in New York. We hope that our experience in this city, in addition to our ten-year development work on Subscriber-Vision, will give us the opportunity to serve the millions of set-owners in the metropolitan area who want a chance to see high-quality programs of their own choice,' 'Levey said here Friday.

Matthew Fox, whose Skiatron TV, Inc., has an agreement with Levey's company for use of the Subscriber-Vision system for both cable and over-the-air operations, refused to comment. He explained, "I don't want to disclose my company's plans so that our competitors can block us or retard us in our progress." Skiatron TV was one of the three companies which received a franchise from the City of Los Angeles last week to conduct a cable TV operation there.

International Telemeter Corporation, another of the pay-as-you-see TV companies which have been active of late in negotiations with various West Coast cities for cable franchises, had no statement on the FCC decision to make at the weekend.

REVIEW:

Sad Sack

Paramount—VistaVision

BASED ON THE cartoon character created in World War II by George Baker, this laugh-packed comedy provides just the sort of vehicle for Jerry Lewis, who is definitely the "Sad Sack" that the armed forces have enjoyed as a travesty on their troubles through a generation of world wars. George Baker must have had Jerry Lewis in mind when he drew the original—for certainly the star and the role are identical.

Produced by Hal Wallis, and co-starring David Wayne, Phyllis Kirk, Peter Lorre, Joe Mantell and Gene Evans, it points up all the problems that irritate the infantry when they follow their country's call for duty. The sergeant is the same lovable character that soldiers around the world have immortalized in song and story—mostly unprintable. The top brass is utterly pure brass, without tarnish, and the credits gratefully acknowledge the cooperation of the United States Army and Air Force "for their deep understanding and sense of humor, without which this picture never could have been made." Action is colorful and comedy well sustained through the fast moving direction by George Marshall and always persuasive good humor of Lewis.

Miss Kirk, whose reputation was made in top-bracket singing engagements, appears in a comedy role, as Major Shelton, (no less) the young, beautiful and obviously female psychiatrist who resolves to save Private Bixby from the awful fate of always being the butt of every army joke. In this she is at least partially successful, since they have to try all the known comedy situations for size to see if they fit. Audiences will find Paramount's release of "The Sad Sack" just what they wanted Santa Claus to bring them for Christmas, for good cheer and more laughs than there are potatoes in an army commissary.

Running time, 98 minutes. General classification. Release, in December.

WALTER BROOKS

Theatre Gross

(*Continued from page* 1)

year. The difference, however, between the results of this year as compared with last was steadily narrowed in each quarter, continuing through the third quarter as well, the AB-PT head pointed out.

"Overall, the new ABC television programs of the 1957-58 period, just commencing, are indicating good audience gains over what the network was delivering a year ago," Goldenson observed. "The initial program ratings are pointing up the network's ability to deliver a more competitive share of the total audience than heretofore."

Goldenson also reported the purchase of radio station KQV in Pittsburgh for $700,000.

U-I Starts 1st

(*Continued from page* 1)

in the district of R. N. Wilkinson. Henry H. Martin, southern sales manager, will preside. Those present will be from the Houston, Dallas, New Orleans, Okahoma City and St. Louis exchanges.

In Kansas City on Friday

On Friday a series of meetings of district manager Lester Zucker's men will start at the Hotel Muehlebach, Kansas City, with representatives present from Kansas City, Omaha, Des Moines and Salt Lake City.

Tamarin Named

(*Continued from page* 1)

ten years, most recently as assistant national director of advertising, publicity and exploitation. He has been instrumental in setting up current music and recording tie-ups with motion pictures for UA release. He joined the company to launch the roadshow engagements of "Henry V," together with the Theatre Guild, where he was director of advertising and publicity.

Rothafel Honor Guest

Robert Rothafel, managing director of the Roxy Theatre here, was guest of honor on Friday at a party given him by the production and administrative staff to mark his second year in the top post at the theatre.

Foreign Fete

(*Continued from page* 1)

of six weeks duration starting Oct. 29.

Houses entering into the plan include the Castor, Broad, Spruce and Hill here; Ritz, Oaklyn, N. J., and the Harrison, West Chester; Stanley Warner's Hiway, Jenkintown; Manor, Norwood, Pa.; Grand, Norristown, and the Bryn Mawr, Bryn Mawr, all in Pennsylvania. The plan provides for similar six-film packages, with each showing limited to a minimum of three and a maximum of seven days, to be supplied at the option of the distributors four times a year. There will be a lapse of six weeks between each "Festival."

Moore, DeBerry

(*Continued from page* 1)

the Eastern division office is located, and Moore leaves Boston for Philadelphia, headquarters city of the Mid-Eastern division.

Moore started with Paramount on May 28, 1921, as assistant shipper in Boston. He became successively shipping clerk, booker, salesman, booking manager, sales manager, and, in 1944, New Haven branch manager. In 1946 he was named Albany branch manager, moving to Boston two years later as branch manager there. The post of assistant Eastern division manager went to Moore in September, 1953, and two years later he was elevated to Eastern division manager.

Started in 1940

DeBerry's career with Paramount began Sept. 30, 1940, with the position of assistant booker in New Orleans. Following U. S. Army service from 1942 to 1946, he became Charlotte head booker, rising through various branch sales posts to branch manager in Buffalo on Nov. 5, 1951. Five years later, DeBerry was named Cincinnati branch manager.

Rules for Awardings 'Oscars' Are Revised

Special to THE DAILY

HOLLYWOOD, Oct. 20. – The Academy of Motion Picture Arts and Sciences has adopted new regulations to eliminate criticism that some of last year's award winners took home "Oscars" because of studio influence.

Under a new ruling the Academy Board of Governors, and not the producing studios, will make the final determination of award winners "on the classification of performances and who is to be listed as the possible nominee for each specific achievement when nominations are being voted."

The dispute over the eligibility for awards was touched off last year by the awarding of the best supporting actress prize to Dorothy Malone, who had received star billing by Universal-International for her performance in "Written on the Wind." At the time, producer-director Mervyn LeRoy protested that the switch in classification was "grossly unjust."

ELIZABETH TAYLOR AND

Elizabeth Taylor & Mike Todd enjoy stretch-out comfort in TWA's new Siesta Sleeper Seats. "The only way coast-to-coast," says Elizabeth Taylor, currently starring in MGM's *Raintree County*. "You've got a real hit," agrees Mike Todd, whose *Around the World in 80 Days* is breaking box office records.

MIKE TODD DISCOVER IT!

TWA SIESTA SLEEPER SEAT

Biggest bargain in years—and *no other airline in the world offers it!* Only TWA provides the generous Siesta Sleeper Seat at the regular first class fare. When upright—so much more "living space." When adjusted to full recline—a stretch-out contour of 6 feet, 5 inches. This is more than flying . . . this is fun!

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Motion Picture Daily Feature Reviews

Young and Dangerous

Regal-20th-Fox—Regalscope

HOLLYWOOD, Oct. 20.

This is a realistic treatment of teenagers searching for love and understanding, with highly commendable performances by two new faces on the marquee horizon, Lili Gentle and Mark Damon. It is packaged with another Regal production, "Rockabilly Baby," to provide a combination program which seems earmarked for happy grosses.

The absorbing script by James Landis achieves stature through the bright, tasteful and fluid interpretation of its director-producer, William F. Claxton. There's no waste of footage as the film establishes Mark Damon in the role of a handsome, aimless son of wealthy parents, who prides himself in his ability to "take advantage" of the opposite sex. Mark wins a bet from his cronies that he could date the lovely Lili Gentle, who was secretly hoping for one, despite his bad reputation.

He becomes aware of his respect and admiration for her when she resists his attempt at ardent advances during a beach scene; and more so, when she tries to protect him as both are hauled into a police station and confronted by their parents for suspected misconduct. Lili's father forbids her to see Mark again, but she continues to date him in secret and instills a sense of decency and ambition in him. They pledge themselves to marriage. In a heartwarming scene, Mark tells his father of his intentions with Lili, and her influence in getting him to go to college. An action filled climax has Mark forced into a fist fight for one of his earlier misbehaviors, followed by a showdown that brings Lili's father to his senses concerning happiness of the young lovers.

Running time, 78 minutes. General classification. Release, in October.

SAMUEL D. BERNS

Rockabilly Baby

Regal-20th-Fox—Regalscope

HOLLYWOOD, Oct. 20.

This wholesome, enjoyable teenage musical is being sold by 20th-Fox in a "package program" with another exploitable Regal film, "Young and Dangerous." Both films have an unusual crop of new faces, afforded excellent opportunities to register very strongly as potential star material.

"Rockabilly Baby" is not the loud, brassy, rock 'n roll kind of musical its title suggests, thanks to Paul Dunlap's musical direction of his own catchy tunes, and one by Dick Kallman. Highlighting the musical value of the film, Les Brown and his "band of renown" are integrated for plot progression.

The faces of Judy Busch and Marlene Willis, both of whom are equipped with pleasing song styles, and handsome, talented Gary Vinson will have the patrons re-checking programs and main titles for their name identity. Virginia Field and Douglas Kennedy, Irene Ryan and Ellen Corby are the more familiar faces found among the crowd of youngsters. William F. Claxton produced and directed.

The screenplay by Will George and William Driskill, which was to have been filmed under another name, "Mother Was A Stripper," brings Virginia Field and her two grown children, Judy and Gary, to the small town of Springville, as a haven to escape her past.

Judy and Gary enroll in the high school, where Gary becomes attracted to the shy Marlene Willis. Sandy Wirth, a beautiful blonde student, tries, in vain, to steal Gary from Marlene at the risk of losing her own boy friend, Tony Marshall.

The kids have their fun in a teenage club house donated by Ellen Corby, the town's feared social leader, who befriends Virginia Field much to the chagrin of jealous Irene Ryan. Miss Field, who has been seeing a lot of the school principal, Douglas Kennedy, becomes embarrassed when Miss Ryan receives information that exposes her past as a fan dancer. She prepares to leave town with her children for another retreat, but Miss Corby and Kennedy head up a parade group apologizing for her unwarranted shame, prevailing upon her and the children to remain.

Running time, 81 minutes. General classification. Release, in October.

S.D.B.

Pursuit of the Graf Spee

Rank Film Dist.

AN EXCITING re-creation of one of the dramatic opening chapters in the naval history of World War II, this Michael Powell and Emeric Pressburger production is notable for its fidelity and realism and for the facility with which suspense is built with a story the climax of which is known.

The scuttling of the German pocket battleship Graf Spee in the River Plate three miles from the harbor of Montevideo where she had limped after a stirring battle with three British light cruisers had the attention of whole world when it took place in the early months of the war. Shortly after VE day the British Government let it be known that an intelligence coup of the sort that became a specialty of British espionage was in effect responsible for the German decision to scuttle the ship rather than fight her way out of the neutral Uruguayan waters in which she had taken refuge.

By planting the story that a massive British naval force had managed to make a speedy rendezvous off the mouth of the river they made the odds seem overwhelming. Actually only two of the three ships the Spee had engaged plus one more heavy cruiser were waiting for the Spee to emerge from the harbor at the expiration of the grace period extended by the Uruguayan Government.

Out of these facts Powell and Pressburger have built an absorbing motion picture. Lacking the usual elements of romance and drama, they have made the sea, the ships and the men the principal elements, focussing especially on the character of Captain Langsdorff, played by Peter Finch. John Gregson, Anthony Quayle, Ian Hunter and Jack Gwillim are effective also as the commanders of the British ships and the producing team with the cooperation of the British and United States Navies disguised three cruisers as the original three British cruisers and the Salem, a heavy cruiser of the U. S. Navy, as the Graf Spee.

The color photography, particularly the sea scenes is Technicolor's best.

Running time, 106 minutes. General classification. Release, in November.

JAMES D. IVERS

Hear Me Good

Mackaren-Paramount

This picture manages to evoke fair share of audience hilarity, mainl through the efforts of a cast we versed in the art of milking a lin or situation for all it's worth. Depending on the marquee lure of star Ha March, who still has yet to prove hi worth as a boxoffice commodity, eve though he has met with success o TV's "$64,000 Question," "Hear M Good" will find its widest audienc with those who appreciate humor i the Damon Runyon manner.

March proves himself a good comedian with a fine sense of timing in hi first starring role. As a fast-talkin hustler, he manages to make a highl sympathetic character out of wha might have turned into a highly un sympathetic one in less capabl hands than his.

An outline of the picture does n really do justice to "Hear Me Good Roughly, it follows March's misadver tures in trying to fix a beauty contes so that he will be able to make som quick cash by betting on the winne His encounters with gangsters, cred tors, and a couple of buxom blonde and his rehabilitation through a ro mance with Merry Anders, are a strictly routine, but gain a certai amount of freshness from some gli lines provided by author-produce director Don McGuire.

Despite its low-budget, which is e pecially apparent in the limited scop of both interior and exterior scene "Hear Me Good" gains a certai amount of quality from the standou trouping of the supporting cast. Jo E. Ross, Milton Frome, and Joe Faye all turn in performances whic smack of their training in burlesqu and TV and which are instrument in placing "Hear Me Good" sever notches above the average programmer.

Running time, 80 minutes. Gener classification. Release, in October.

WARREN HARR

Wayward Girl

Republic—Naturama

WATERBURY, Conn., Oct. 20.

Lithesome Marcia Henderson, whose ability to project logical preteenage portrayals has been evidenced in past major studio ventures, is now grown to young womanhood. She is the top name in this commendably restrained treatment of what happens when a young girl (Miss Henderson) is sentenced to prison for supposedly killing her step-mother (Katharine Barrett).

Behind bars, the girl encounters a vicious parole racket, and it takes some rather circuitous sequences before she learns that the step-mothe has disappeared rather than expire The Houston Branch-Frederick Lou Fox screenplay follows an admittedl familiar premise, but Miss Henderso and some young unknowns do muc to dispel the feeling of familiari with subjects and subject matter. Th girl's future looks brightly promisin at the windup as she's cleared and th prison gates open again.

This is a Variety Production, listin William J. O'Sullivan as producer an Lesley Selander as director. Explo tation possibilties are unlimited wit this type of attraction and enterprisin showmen should have a field da with it.

Running time, 71 minutes. Genera classification. Release, in Septembe

A. M. W

:VIEW:

Jailhouse Rock

Avon-MGM—CinemaScope

vis Presley, just voted one of the top ten Stars of Tomorrow in that “otion Picture Herald” poll, should confirm the exhibitors' confidence him in his third and latest vehicle, “Jailhouse Rock.” And vehicle it ost certainly is, as the young singer is in practically every scene and kes the most of his opportunities despite the fact there isn't the cess of songs one would expect. Surprisingly enough only three of numbers are in Presley's traditionally frenetic style, the others being newhat more serene. Two of these are already big favorites with his ns, “Treat Me Nice” and the title tune, which is certainly no detri- ent at the box office.

The story finds Presley, a shy kid with a nervous temper, going to ison on a manslaughter charge for beating a man to death with his nds. His cellmate, a former “country style” singer, teaches Presley nat he knows about singing and when the boy leaves prison, wiser d more bitter, he is determined to become famous and rich as quickly possible.

He's aided by a publicist, played by the late Judy Tyler, who tries to l a test record of his and when that fails, forms a record company ith him. With the aid of a disc jockey, the record becomes a tremen- ous hit, Presley is the newest singing rage of the country, television d Hollywood beckon. All the while Miss Tyler has a yen for him but 's interested primarily in his bank account.

When his teacher and cellmate leaves prison, Presley, feeling ob- ated, tries unsuccessfully to help him with his long-forgotten career d then keeps him on as a high-salaried lackey. The older man resents esley's egomania, his way of living and his callous treatment of the rl. So he gives him a fistic going over and accidentally damages his cal chords. The denouement finds the young hero even wiser but ss bitter and able to belt out a song as lustily as ever.

Presley, in an unsympathetic role throughout most of the film, de- ers his lines quite well and his songs, of course, with much gusto. should help establish more rapport between him and the more ature audience. The picture also reveals the late Miss Tyler had a omising career in store that was halted by an unfortunate accident. one of the other cast members are well-known although Mickey aughnessy as the old-fashioned singer and Vaughn Taylor as a money- ungry lawyer are particularly good.

The screenplay by Guy Trosper parallels Presley's career in certain spects (primarily his rapid rise to fame) and is loaded with good, tural dialogue that's refreshing. It was produced by Pandro S. Berman d directed by Richard Thorpe (two expert veterans) and was based a story by Ned Young. It should be a resounding hit with the singer's ns and pleasant diversion for others.

unning time, 96 minutes. General classification. Release, in November.

Jay Remer

oston Adds Accolade o 'Raintree County'

Special to THE DAILY

BOSTON, Oct. 20 — The New ngland premiere of MGM's “Rain- ree County” at the Astor Theatre ere Friday night was attended by eading personalities of the entertain- ent, civic, educational and business vorld, among them Johnny Green, IGM musical director; Jack Brown, fficial greeter of the city of Boston; r. Harold C. Case, president of Bos- on University; Dr. Abram Sacher, resident of Brandeis University; and Miss Frances Browne, dean of Rad- liff College. Preliminary to the pre- miere showing, a 93-piece high school band gave a one-hour concert in front of the Astor Theatre, lighted by special kleigs which turned Tremont Street into a winter wonderland.

Du Pont Denies Aiming At Control of Republic

From THE DAILY Bureau

HOLLYWOOD, Oct. 20 — Francis I. Du Pont Company officials have denied published reports that the company is spearheading a campaign to obtain control of Republic Pictures through proxy solicitation, pointing out that Du Pont's function in the investment field does not encompass stock ownership or interference with the management of any business organization at any time.

Officials said Republic's annual statement last April included the mention of 247,000 shares of Republic held by Du Pont for clients on that date. Du Pont also stated it has no present knowledge of plans by any of its clients for a proxy fight against the Republic management.

Television Today

IN OUR VIEW

WHEN Pinky Lee, last week in Hollywood, announced that he was severing his contractual connections with the National Broadcasting Company and the Saturday morning “Gumby Show” November 16, because the “networks are no longer interested in children's programs,” he put a discerning finger on a serious matter.

The networks, and television in general, have been priding themselves, and making promotional capital out of, the fact that they are engaged heavily in public service programming of one sort or another. It seems to us that there are few areas of more importance, of more value across the board, for today, tomorrow and the day after, than the field of children's programs. At the risk of coining a handful of cliches, it must be abundantly plain to all interested that a run-out on children's programs, which NBC and others appear to be taking, is damaging in the extreme.

•

The why of such action is most difficult to fathom. The audiences are there, right enough. The kids, who for the most part love their television sets, in these recent many months are reduced largely to peering at ancient cartoons, most of which the youngsters know by now, line for line and action for action, until even they are tired of seeing them. What has happened to the selling effort for those all-important children's shows? The viewers are there, and the potential sponsors, if they are properly sold, certainly must be ready and waiting, too. But there are no programs any more, to speak of.

Mr. Lee was especially sharp in his denunciation of: “The inclination of NBC and others to let the kids watch the bloody murder of gangster films and Westerns. I don't have any lack of sponsors, it's just the networks who don't care what the kids see. They'd be just as happy if they could dump the few (children's shows) they have.”

•

Perhaps Mr. Lee is a trifle overwrought in his “bloody gangster” reference. But the fact remains that television in general and NBC and the other nets in particular, are doing themselves and the business a distinct disservice in wielding the scalpel on children's shows. The youngsters of this country are entitled to the very best that the art and industry of television can provide for them at all times.

It is utterly thoughtless to forget or disregard for a moment the essential facts that these youngsters are growing up and will be adults some day, and that they have, in case anyone has overlooked it, parents who for the most part are watchful, keenly interested and articulate about what their youngsters get—or fail to get.

—Charles S. Aaronson

NARTB Meets

(*Continued from page* 1)

Ralph Yarborough (D., Tex.), who will address the Tuesday banquet, and Arthur A. Smith, vice-president, First National Bank in Dallas, who will speak at the Wednesday luncheon session. Smith's presentation is entitled “A Look at What's Ahead for Business.”

The Friday luncheon speaker at the Region 3 Conference in Memphis will be Rep. Oren Harris (D., Ark.), chairman of the House Interstate Commerce Committee. Frank R. Ahlgren, editor of the Memphis *Commercial Appeal,* will address the Thursday banquet session on the topic “First—Look at the South.”

At the Dallas meeting, Harold E. Fellows, NARTB president, will speak on Tuesday at a joint luncheon with the Kiwanis Club of Dallas, and at Memphis will address the Thursday luncheon session on “A Time for Decisions,” the theme of the 1957 conferences.

Welsh Exhibitors

(*Continued from page* 1)

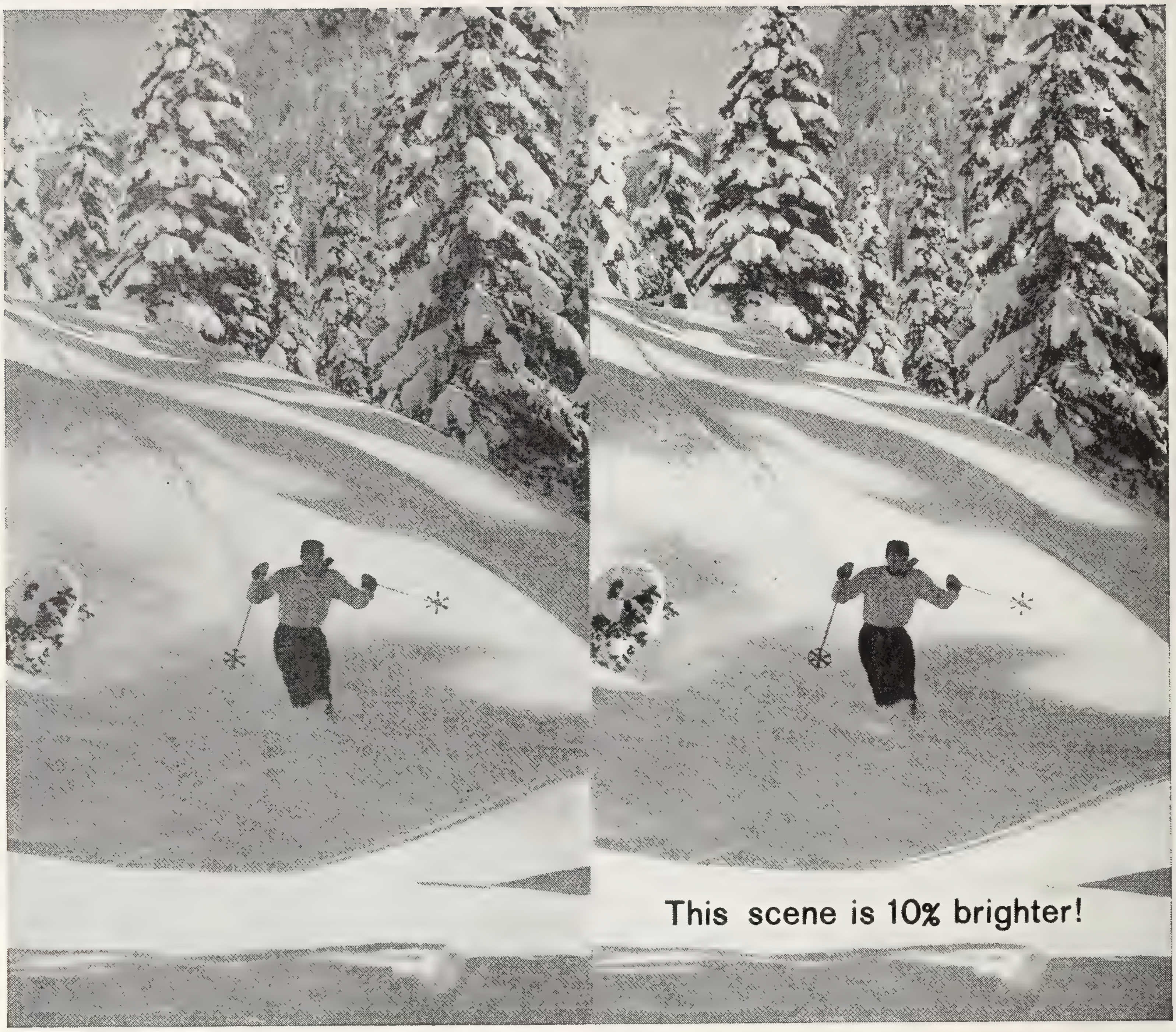
try and our business is bound to be affected. I think it is absolutely essential for us to tell the chief officers of the Cinematograph Exhibitors Association that we are against the selling of films made for the cinemas to TV. At Llandudno in 1952 we passed a resolution that producers must make up their minds whether to produce films for TV or for the cinemas.

“Maybe times have changed, but we only have one thing in front of us—the safeguarding of our own bread and butter. It is as simple as that.

“We know the way TV is eating up product and we know the levels they have reached. We know it is only in films that they have any future whatsoever. They are going to try to muscle in on this great industry of ours, and I think we should tell Ealing's Sir Michael Balcon and Major R. P. Baker just where they get off.”

'Pal Joey' Trailers For Theatre and TV

Three theatre trailers and a like number of television trailers have been prepared as part of the promotional drive for Columbia's “Pal Joey,” it has been announced by Robert S. Ferguson, director of advertising, publicity and exploitation.


This scene is 10% brighter!

NEW "SUPREX" 9mm PROJECTOR CARBON

makes screens up to 10% brighter!

Brighter pictures cost less with the new "National" "Suprex" 9mm x 14 inch projector carbon. It's up to 30% slower burning.

Your screen grows brighter every year. It's almost four times brighter now than in 1938. Yet the cost of "National" carbon arc projection is still one of the best buys in your theatre.

The reason: continued carbon arc development by "National" research scientists. Every year, "National" carbon arcs burn more brightly, last longer than ever. Newest addition to the *"Suprex"* carbon family is the 9mm x 14 inch positive carbon, operating in the 65—80 ampere range.

Your "National" projector carbon representative can show you how our carbon arc research pays off in quality and savings. He is at your service at all times.

UNION CARBIDE

NATIONAL PROJECTOR CARBONS
TRADE-MARK

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All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

L. 82, NO. 79 NEW YORK, U.S.A., TUESDAY, OCTOBER 22, 1957 TEN CENTS

ew's Shares

istory of omlinson's tock Buys

rchases on Record SEC in Washington

By JAMES M. JERAULD

oseph Tomlinson began his purses of Loew's, Inc., stock on a dest scale in August, 1955, by ng 1,000 shares. Two days later, tember 2, he acquired 2,100 more on September 6 he purchased ther 2,300, or a total of 5,400 res. Then he stayed out of the rket so far as Loew's was conned, for five months.

This was revealed in a study of history of Tomlinson's purchases Loew's stock on record at the

(*Continued on page* 7)

gional Distributors ike I.F.E. Films

.F.E. Releasing Corp., distributor Italian and other pictures, will be idled hereafter by nine regional tributors and their activities will coordinated by Budd Rogers.

eymour Poe, executive vice-president of I.F.E., said the arrangement s completed by the signing of concts after a meeting in the Hotel

(*Continued on page* 7)

. B. Jefferis Sells Two heatres; Will Retire

Special to THE DAILY

PIEDMONT, Mo., Oct. 21.–A. B. ff) Jefferis, national director of the ied States Association and president of Mid-Central Allied Independent Theatre Owners, has, with Mrs.

(*Continued on page* 7)

elevision Today Page 6

Neighborhood Manager Speaks Out On Problems of Operation Today

By WARREN HARRIS

The trials and tribulations of neighborhood theatre operations were aired anew here yesterday when the manager of one of the city's larger suburban theatres spoke his piece in the elegant atmosphere of a well lighted, well kept, but comparatively empty lobby.

Television isn't the competitor it's made out to be, the manager claimed. On a recent Saturday night, for example, there wasn't one program, outside of the Perry Como Show, which might have been responsible for keeping people at home. Yet the manager's theatre, showing Bing Crosby's "Man on Fire," a picture which received generally favorable reviews, played to hundreds of empty seats. His competitor, playing "Man of a Thousand Faces," wasn't setting the world on fire, either. The question of where people are spending their spare time becomes an increasingly difficult one to answer. Are there really as many part time bowlers, sailors and sports car fanciers as their proponents claim?

When queried on the vandalism problem, the manager said that Sun-

(*Continued on page* 3)

Youngstein to Post In Israel Celebration

Max Youngstein

Max E. Youngstein, vice-president of United Artists, has accepted the post of motion picture industry coordinator on the American Committee for Israel's Tenth Anniversary Celebration, it was announced yesterday by former Senator Herbert H. Lehman, general chairman.

Youngstein will direct the participation of all branches of the film business in the nation-wide observance of the tenth anniversary of Israel's founding. Some 463 dis-

(*Continued on page* 3)

300 Attend Luncheon For Telemovie Festival

Special to THE DAILY

BARTLESVILLE, Okla., Oct. 21.–Some 300 persons, including state and local public officials and exhibitor and film company representatives, attended a luncheon here today opening the

(*Continued on page* 6)

Milwaukee Holds 2nd Hearing on Pay-TV

Special to THE DAILY

MILWAUKEE, Oct. 21.–Attorney Harry Halloway, representing the American Federation of Television Radio Artists, told the common council's utilities committee here that toll television ranks with the tidelands oil "giveaway," except that now "we are being asked to give time itself to private enterprise." He said it would cause an economic hardship on old

(*Continued on page* 6)

Detroit Exhibitors Surprised to Find Senator Was Fighting Pay-TV 'for Years'

Special to THE DAILY

DETROIT, Oct. 21–Exhibitors here were taken by surprise by the appearance of a trailer in Cadillac Square here with several people handing out printed cards asking the public to petition the FCC to bar pay television. The trailer and the card distribution, it was discovered, are part of a campaign being conducted by State Senator Harold M. Ryan and Edward S. Ferris, Wayne County prosecutor.

Ferris told a DAILY correspondent that Senator Ryan had been conducting the campaign "for years," because he felt that pay TV would deprive a large segment of the public of the entertainment they now get free.

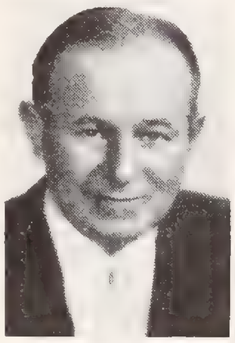
Ill. Allied Will

Fight Idea Films to Go To TV Early

Seek Distributor Assurance Of 5-to-10-Year Clearance

Special to THE DAILY

CHICAGO, Oct. 21 – Members of Allied Theatres of Illinois will ask the major distributors to provide assurance that current product will not be released to television "for five or ten years" in order to combat the public's "false impression that every motion picture will ultimately be seen free on television in the very near future." The Illinois exhibitor group feels that this "widespread, erroneous belief by the


Jack Kirsch

(*Continued on page* 2)

Eastman Sales, Earnings Continue to Advance

Special to THE DAILY

ROCHESTER, N. Y., Oct. 21. – Sales and earnings of Eastman Kodak Company continued to advance in the first three quarters of 1957 and were the best the company has had for a corresponding period, Thomas J. Hargrave, chairman, and Albert K. Chapman, president, have reported.

Consolidated sales of the com-

(*Continued on page* 2)

Final Luncheon Set In Cinema Lodge Drive

New York's Cinema Lodge of B'nai B'rith will climax its current fund-raising campaign on behalf of the B'nai B'rith agencies through the sale of $25 contribution share certificates when one of the purchasers will be

(*Continued on page* 2)

PERSONAL MENTION

SI H. FABIAN, president of Stanley Warner, and MRS. FABIAN return to New York today aboard the "Queen Elizabeth" after a month in Europe.

•

B. G. KRANZE, vice - president of Stanley Warner Cinerama, has returned to New York from Paris.

•

CATHERINE STAMPER has returned to her desk at Republic Pictures folfollowing a leave of absence.

•

HELMUT KAUTNER will arrive in New York tomorrow from the Coast.

•

CECIL BEATON, British photographer and designer, has arrived in New York from the Coast, and will leave here shortly for England.

•

BARRY SULLIVAN will leave here today for England via B.O.A.C.

•

ARLENE WOLFSON, of Miami, will be married on Christmas Day to JERRY SIEGEL, tax accountant for 20th Century-Fox.

Dan Brandon Heads New Orleans Variety

Special to THE DAILY

NEW ORLEANS, Oct. 21. – Dan M. Brandon has been elected chief barker of the New Orleans Variety Tent No. 45 at their annual meeting, succeeding Henry G. Plitt. Other crewmen elected are George Nungesser, first assistant chief barker; Joel Bluestone, second assistant chief barker; William Murphy, Jr., property master, and Carl J. Mabry, dough guy.

Others chosen who will serve as board of directors with the above named are Robert Saloy, Roy Nicaud, Irwin Poche, William Holliday, William Briant and Henry Grover. Ex Officio members are Plitt and Pake M. Baker. Nungesser was selected to be the official delegate to the annual international convention in London in April, 1958.

Steve Broidy Injured

PALM SPRINGS, Cal., Oct. 21.– Steve Broidy, president of Allied Artists, is in Desert Hospital here recuperating from severe injuries sustained in an automobile accident near here on Friday. Mrs. Broidy, who was with him, also is being treated for injuries at the same hospital.

Rod Steiger Making Plans to Direct

By FLOYD E. STONE

Rod Steiger may be described as an actor in manner, important delivery, and general excitement, and abounding in comment and ideas which jog. The idea he has these days, is he wants to direct. Over the coffee cups at the Plaza yesterday, he was an eloquent pleader.

Too much waste in pictures. Too much fear of the untried. Too much American tempo, forced pace and packaged goods. He's directed plays, written stories, currently is writing a screenplay; he feels by now, and after suffering under some directors who remain unnamed, he ought to "do it himself."

Prefers Action to Words

He's visual (he paints, also), and he believes in orientation to the medium. "I think the picture, in films, is more important than the word. If you say, 'I hate you, I hate you, I hate you' for four paragraphs, it isn't as effective as slapping someone across the face."

As for that "tempo," he compared Hollywood with England, and Europe generally, and found for the latter. He'd make his picture abroad not alone for truth and inexpense (a Spanish village and its inhabitants, for $750 per month) –but because his minutes wouldn't be measured in money.

He's here to promote J. Arthur Rank's "Across the Bridge" for its opening Oct. 29 at the Sutton and the 30th in Toronto.

Marketing Workshop Is Opened Here

The opening of "Marketing Communications Workshop" in the New York home office of McCann-Erickson, Inc., at 485 Lexington Avenue, was announced yesterday by Marion Harper, Jr., president of the agency.

Director of the Workshop is Albert W. Sherer, vice-president of McCann-Erickson and a member of the board of trustees of the University of Chicago. The staff will include Dr. Robert P. Holston, a psychologist and former university professor, and G. Newton Odell, manager of training in the company's home office.

The Workshop will carry on three parallel, year round programs, the announcement said: an organized schedule of study-projects for the agency's executives; lecture and discussion programs for the staffs of all divisions of the agency at home and abroad; and indoctrination courses for new employees.

Illinois Allied

(*Continued from page 1*)

public" is an important factor contributing to the "falling off of box office receipts."

The subject was discussed by the exhibitors at a meeting here late last week to go over various business-building ideas, at which Jack Kirsch, president, presided. A committee was appointed to explore one of the ideas out of several suggested.

The Allied members believe the best way to overcome the public attitude about waiting to see films on TV is through advertising. They suggest that ads stress the fact that "this or that picture will not be shown on TV for so many years," Kirsch said.

"This thought could take the form of an educational program which can be used to great advantage today by the theatre industry and possibly help bring back a portion of that audience which harbors this erroneous impression," he added.

Call for Color

The Illinois exhibitors also expressed concern with the "continual lessening of the number of pictures being produced in color. If the producers are cutting down on color production for economy's sake, the exhibitors take the position that such thinking is wrong and that it is rather false economy to do so."

The group contends that pictures in color have always been a good selling point for the exhibitor "since this medium is by far superior to anything the public can get on TV."

Eastman Sales

(*Continued from page 1*)

pany's United States establishments for the first three quarters (36 weeks ending Sept. 8) of 1957 amounted to $541,471,866, an increase of 8 per cent over the $500,699,837 for the corresponding period in 1956. Net earnings after taxes amounted to $65,655,957, an increase of about 8 per cent over the $60,968,204 in 1956.

$3.40 Per Share

Net earnings were equal to $3.40 per share on 19,191,123 common shares outstanding. Three quarters earnings for 1956 were $3.16 a share based on the number of shares now outstanding, but were $3.32 per share on the 18,277,260 shares outstanding a year ago. Common shares outstanding increased Jan. 21, 1957, by payment of a 5 per cent stock dividend. Earnings were 12.1 per cent of sales, compared with 12.2 per cent in the corresponding 1956 three quarters. The number of Kodak share owners was more than 95,000, an increase of about 4½ per cent over the same time last year.

.. of Drive-ins

Projectionist Buys Theatre

Gordon B. Peck, former projectionist at the Paramount Theatre, Brattleboro, Vt., has acquired the Citru Drive-in, Inverness, Fla., from Wil liam Mullin. Peck and Mrs. Pecl are in Florida to operate the theatre

⊙

Mel Brown Buys Drive-in

Mel Brown, owner of the Peachtree Art Theatre, Atlanta, is the nev owner of the Alpha Drive-in, Alpharetta, Ga. Hans Toler is manager.

Last Luncheon

(*Continued from page 1*)

awarded a 1957 four-door Cadilla Sedan at a luncheon to be held a Toots Shors' next Tuesday, Oct. 29

As the sale of certificates passed th 400 mark over the weekend, Norma Robbins, chairman of this year drive, issued an urgent appeal to th Lodge's members and industry leaders for a last-minute drive to sell th remaining 100 certificates before th deadline next Tuesday. Only 500 cer tificates are sold.

Consolidated Dividends

OTTAWA, Oct. 21. – Consolidate Theatres, Ltd., Montreal, declare dividends of 12c on Class A commo and 10c on Class B, both payable Dec 2 to shareholders of record Oct. 31.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"LES GIRLS" starring
GENE KELLY • MITZI GAYNOR
KAY KENDALL • TAINA ELG
An M-G-M Picture in CINEMASCOPE and METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

PEOPLE

ecil B. **DeMille** was a weekend
st in Rome of U.S. Ambassador
es D. Zellerbach, and was also
nored at a luncheon there attended
government representatives in
y and top-ranking Italian film in-
try officials.

☐

Vill Baltin, who resigned his War-
Brothers publicity post to accept
vice-presidency of Tele-Movie De-
opment Co., in which he is one
the principal stockholders, will
ervise the construction of the first
le theatre in the West, to be built
Oceanside, Cal.

☐

Mabel Walker Willebrandt has re-
ned as legal counsel for the Screen
ectors Guild, a position she has
d since the guild's inception. Her
ignation will become effective at
end of the year.

☐

Jack Lyons, formerly with NBC
Chicago in charge of special ad-
tising-publicity, has joined Teitle
m Corp., Chicago film distributors,
general assistant to **Charles Teitle,**
esident.

☐

Louis Applebaum has been ap-
inted director of the Stratford
ntario) International Film Festival.

☐

Stanley Kramer, now in Sweden,
s honored by the Swedish Film
ademy for "his great contributions
the American film during the past
years." The award was presented
Rune Waldekrantz, president of
Academy.

CC's 13th Drive Aims t 24,900 Subscribers

From THE DAILY Bureau

HOLLYWOOD, Oct. 21. – The
rmanent Charities Committee of
Motion Picture Industry, Inc., to-
y opened its 13th annual fund
ising campaign with its sights set
a goal of 24,900 subscribers. James
ewart is chairman of the drive.
st year's campaign totaled $1,201,-
3 from 22,682 subscribers. Alloca-
ns from the PCC campaign go to
Los Angeles charitable agencies.

DG Nominates 6 Films

HOLLYWOOD, Oct. 21 – George
lney, president of the Screen Di-
ctors Guild, has announced the
mination of six films for the or-
nization's third-quarter honors.
ey are: "An Affair to Remember,"
welve Angry Men," "Gunfight at
K. Corral," "A Hatful of Rain,"
ove in the Afternoon" and "3:10
Yuma."

Suburban Manager Speaks

(*Continued from page 1*)

day afternoon is the peak period for juvenile hooliganism. The teenagers begin to pour in, singly and in groups, at about 1:30 or 2:00 P.M., usually heading for the balcony unless they are stopped by a courageous usher or attendant. Unless the picture is extremely interesting to them, as in the case of a Sal Mineo or Alan Freed epic, most of the teenage patrons don't stay seated for very long. The older boys congregate in front of the ladies lounge to ogle the girls as they go in and out, or wander down to the main floor to greet incoming friends.

Off-Duty Cops Utilized

The majority of these wanderers are herded back to their seats by ushers and off-duty policemen employed by the theatre, but there are always enough of them milling around to cause a certain amount of apprehension on the part of all the theatre employees, from the manager, who is waiting for one of the bulbs that has been snatched out of one of the fixtures to be thrown down into the orchestra from some dark recess of the balcony, to the porter, who is hustling double-time to the drop of lighted cigarette butts on the carpet and the crunching and crackling of feet on discarded popcorn and candy wrappers.

When the theatre is really doing business, the manager said, the teenagers pose quite a problem, milling around adults anxious to obtain choice seats and refusing to stand on line and wait their turn. Add to this the hundreds of pre-teen children who are attracted to a Jerry Lewis or monster from outer space starrer, and you have a mob worthy of the best state militia.

The manager was unhappy over the manpower situation. With the pay scale for non-union employees as follows—ushers, 55 cents per hour, and cashiers and doormen, 75 cents per hour—the majority of persons applying for these positions are not always of the most desirable type. Sixteen-year-olds out after their first jobs, older teenagers who just can't find a job elsewhere or wouldn't be accepted elsewhere, unemployed laborers, and frustrated housewives who want to get out of the house at night form the bulk of the job applicants, he observed. This is not to say that they are usually hired, but occasionally and with greater frequency, they are.

In this connection, potential theatre managers are increasingly hard to come by. The manager described a recent incident in another of his circuit's theatres. It seems the theatre's safe was short a couple of hundred dollars. When all other efforts to account for the shortage failed and the police were called in, the first thing the detective did when he came face to face with a gathering of employees responsible for the money was to point out the newly-hired and ask, "when did you get out?"

Grill Offers Some Comfort

The manager smiled when he looked toward the concessions counter. Experimenting with a new electric grill, the operators of the concession feel that frankfurters may soon be outselling popcorn. Each frankfurter is spiked on a revolving spit and cooked in ultra-violet heat, the buns being kept warm in a bin atop the grill. Selling at twenty cents each, the franks, which can be garnished with mustard or catsup from containers adjoining the grill in its paramount position atop the stand next to the popcorn warmer, have been accepted by children and dowagers alike, with the biggest rush coming around the normal lunch and supper hours.

Flinn, Wirthwein to S. F. for 'Hunchback'

From THE DAILY Bureau

HOLLYWOOD, Oct. 21. – John C. Flinn, Allied Artists director of advertising publicity, and Harold Wirthwein, Western division sales manager, will leave here for San Francisco Wednesday to prepare for "The Hunchback of Notre Dame," which will open there Oct. 30.

AA Duo Sets Record

Allied Artists' combination of "Portland Expose" and "Dino" has scored record grosses in a 22 theatre multiple booking in Philadelphia during the first five days of its run, according to Morey R. Goldstein, vice-president and general sales manager of the company. The combined gross for the five days, beginning last Wednesday, was $40,000 and $49,000 is anticipated for the full week, he said.

Youngstein

(*Continued from page 1*)

tinguished Americans of all faiths, representing government, the arts, business and professions, comprise the committee for the Israel Celebration, which will be launched in April, 1958, and continue through December.

The aim of the celebration is to emphasize the community of interests which binds Americans, Arabs and Israelis in the global search for peace. A series of dinners, entertainments and other functions are being planned for the nine-month observation. Dr. Israel Goldstein is serving as American committee chairman.

John Davis Press Meet

John Davis, managing director of the J. Arthur Rank Organization, London, will hold a press conference Nov. 14 following his arrival in New York on his annual visit.

Fox Schedules Nine CS Productions in 10 Weeks

20th Century-Fox will put nine CinemaScope attractions before the cameras in the next ten weeks. With twenty-three productions already completed, the total will top last year's program by two.

Chief among the productions are: "The Diary of Anne Frank," "Ten North Fredrick," "The Bravados," "Enough Rope," "A Certain Smile," "The Small Woman," "These Thousand Hills," "The Hunters," and "The Captive."

Chaplin Forces 'Kid' To Be Withdrawn

By GEORGE ARMSTRONG

ROME, Oct. 18 (By Air Mail)—Charles Chaplin won his petition today to have a jazzed-up sound version of "The Kid" withdrawn from distribution in Europe. The judge ruled also that the Italian distributor was to pay the comedian for "artistic and economic damages" suffered.

The re-issue of the 1921 comic classic has been circulating in Italy and other European countries for about a year, distributed by Cei-Incom, Italy's leading newsreel company and a frequent distributor of independent productions.

"Il Monello," as it is called here, was equipped with a new musical sound track which both Chaplin and the judge found "offensive." Chaplin also complained of excessing cutting.

Music for the new version was written by the Italian jazz composer, Piero Morgan, who is the son of a leading statesman and who was also recently acquitted of manslaughter in the highly publicized Montesi case.

The presiding judge ruled that Morgan's sound track was "so penetrating and decisive in its effect as to alter the whole film and to destroy the artistic balance intended by the writer-director."

SPG, WB Continuing

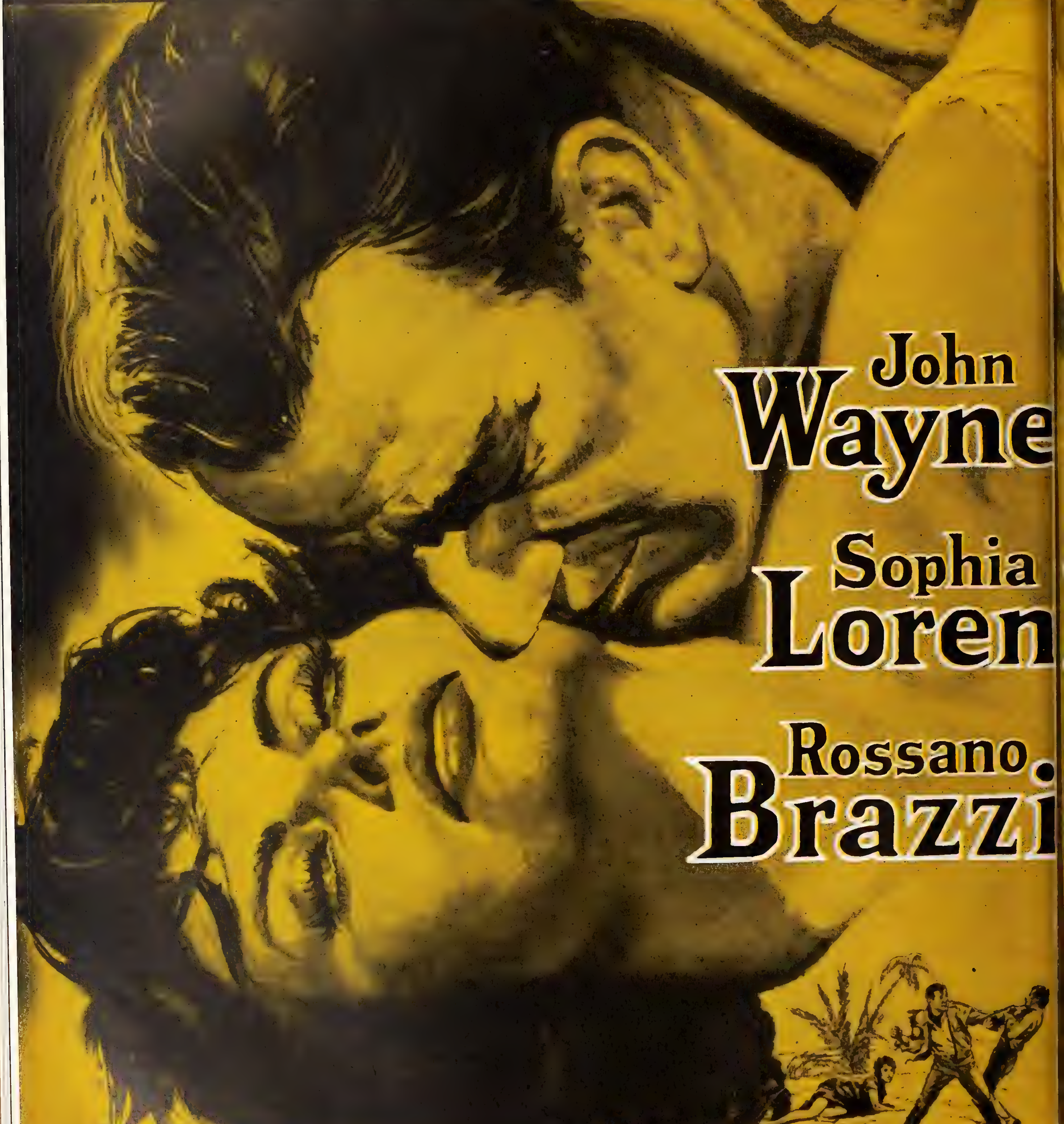
The meeting of Warner Bros. executives and officials of the Screen Publicists Guild held here yesterday at the Warner home office to arbitrate the company's recent dismissal of 32 advertising, publicity and exploitation employees will be continued today at 2:00 P.M. A spokesman for the Guild said that yesterday's meeting was devoted mainly to presenting both sides of the disputed action.

MPEA Holds Meet

Eric Johnston, president of the Motion Picture Export Association, reported to a meeting of MPEA foreign managers here yesterday on problems abroad. Tomorrow afternoon, a special president's meeting will be held to resolve the current situation in France.

Wayne Puts His Brand

IN THE BOLDEST ADVENTURE


John Wayne
Sophia Loren
Rossano Brazzi

TECHNIRAMA® and TECHNICOLOR® with KURT KASZNAR · SONIA MOSER · ANGELA PORTALURI

IBRAHIM EL HADISH · Screenplay by ROBERT PRESNELL, JR. and BEN HECHT · A BATJAC Productions, Panama, Inc. Presentation

Produced and Directed by
HENRY HATHAW

n Loren!...

NDER THE SUN!

Legend of the Lost
THE BIG ONE FOR CHRISTMAS...
OW SET FOR SATURATION BOOKINGS
THRU
UA

Television Today

CAPSULE CRITICISM

• HAVING lent its prestige to the two other networks, Omnibus has now decided to do right by NBC. The premiere program Sunday, a funny and pertinent adaptation of Owen Johnson's "Stover at Yale," bodes well for all concerned, especially Robert Saudek & Associates who this year are producing the series without Ford Foundation funds. The remarkable aspect of "Stover" was that it managed, without condescension, to convey in meaningful terms a time (1910) and a place (Yale) that are pretty remote to most of us now. Though the manners were delightfully archiac the moral was not. Douglas Wallop did the excellent adaptation and Bradford Dillman, in the title role, contributed a perfectly balanced serio-comic performance that set the mood for the entire show.

—V.C.

• In keeping with the general tone of Sunday television programming (onward and upwards with the arts and sciences for no more than one day out of seven), ABC's special showing of the British Broadcasting Corporation's "The Restless Sphere" celebrated the goals of the International Geophysical Year. It was pretty much a once-over-lightly on IGY activities, but this is better than nothing. To paraphrase the words of Prince Philip, when asked last week if he had learned anything during a tour of a U.S. guided missile exhibit, the show was interesting but didn't tell us anything we didn't already know. The Prince, incidentally, was the poised, articulate host for this program.

—V.C.

Won't Decertify IATSE For CBC Employees

Special to THE DAILY

OTTAWA, Oct. 21.—The Canada labor relations board has rejected application for decertification of the International Alliance of Theatrical Stage Employees as bargaining agent for 1,370 Canadian Broadcasting Corporation employees on the grounds the application failed to get a majority support of employees.

Weaver to U.S.I.A.

Sylvester L. (Pat) Weaver, Jr., New York radio and television executive, has been appointed a member of the broadcast advisory committee of the U. S. Information Agency.

New Greenwood Show

Charlotte Greenwood will star in a new television film series, "Thunder Ridge," to be produced by Television Programs of America, Inc.

Milwaukee

(*Continued from page* 1)

and sick persons, who now get such entertainment free on their home receiving sets.

Ray Cook, chairman of the executive board of the Wisconsin Broadcast Engineers, Local 715, said that toll-TV, if successful, would have a harmful effect on low income groups. Cook asked a six-month delay, until a city comparable to Milwaukee had experience with it.

Was Second Such Hearing

The hearing was the second on a resolution by Alderman Martin Schreiber, president of the council, asking the committee to confer with interested parties.

Telemovies Festival

(*Continued from page* 1)

Telemovie Fall Festival to mark the birth of telemovies here.

The main speaker was Henry S. Griffing, president of Video Independent Theatres, who said his company "is more than pleased with the initial response in Bartlesville." He said that only 30 out of more than 500 initial subscribers had canceled after their first month of telemovies.

Jack Buchanan Dies

LONDON, Oct. 21.—Jack Buchanan, one of Britain's top musical comedy stars, died in a hospital here Sunday. His age was 64. He entered the hospital several days before with spinal arthritis. His motion pictures, British and American, included: "The Magic Night," "Yes, Mr. Brown," "That's a Good Girl," "The Band Wagon" and "The French They Are a Funny Race."

Hal March on Tour

Hal March, star of Paramount's "Hear Me Good," tomorrow will resume a promotion tour on behalf of the film in Pittsburgh. He next goes to Cincinnati, Boston, Hartford, and Washington, D. C. March is being accompanied on the tours by Burt Champion, Paramount publicity manager.

M&D Reopens Theatre

HARTFORD, Oct. 21.—M&D Theatres, independent Middletown, Conn., circuit, has reopened the long shuttered Capitol Theatre in that city. The firm also operates the Middlesex and Palace, Middletown. All three are first-run.

Ex-Film Censor Dies

OTTAWA, Oct. 21.—Otter Elliott, 68, member of the original film censorship board, died in a hospital here after a long illness.

NEWS..

Spot . . . fast in

MOTION PICTURE DAILY

thus providing immediate coverage of the motion picture industry and related fields in reports "concise and to the point"—responsibly edited—written and typographically designed for fast, easy reading . . . with a staff photographer to add points of interest that only the camera can tell. Correspondents throughout the world.

Interpretive . . . comprehensive in

MOTION PICTURE HERALD

presenting the news as current history of the motion picture and its business, using a greater allotment of time to gather together all the facts pertinent to the ultimate meaning of events and opinion, in all of the interests of the American industry, at home and abroad.

•

QUIGLEY PUBLICATIONS

In the service of the motion picture industry for more than 41 years

REVIEWS

ide Out for Revenge

yna-U.A.

Once again the Indian is beguered and battered by the unling, bigoted white man. In "Ride it for Revenge," the chief villain Lloyd Bridges, a bullying Army ptain who, out of fear, hates the man. He hopes by killing the der of the Cheyennes they will to the reservation but the chief's n has other ideas.

In this small community only the wn marshal, Rory Calhoun, undernds the Indian, so much so he's in ve with the chief's daughter. He rns Bridges the Cheyennes will ack and when the Indians steal to town for guns, ammunition and rses and kill Calhoun's nephew, idges is finally convinced. Knowing e town will be massacred unless the ief's son is disposed of, Calhoun ans to murder him but hasn't the art to carry it through.

Through some coldblooded mainations of Bridges, the two finally eet and the Army men ambush em and believe both are killed. But lhoun escapes and eventually kills idges. The Indians go to the rervation which is inevitable and do peacefully.

A love story is woven around the olence involving Calhoun, the Inan girl and Gloria Grahame, who ves the hero but hates the Indians. time she sees the error of her ays but loses Calhoun. The picture fers nothing new under the Westn sun although its plea for tolerice is moving and even contemorary. It is well acted by the prinpals. This Bryna production was oduced and written by Norman etchin and directed by Bernard irard.

unning time, 79 minutes. General assification. Release, in November.

JAY REMER

ourney to Freedom

epublic

NORWICH, CONN., Oct. 21

The chase treatment, long a herished action device of the camra-conscious film-maker, be he on ur shores or overseas, is used to an dmirable degree in this Stephen C. postolof production, released by epublic. Use of relatively unknown layers for both major and featured asting adds dramatic content to a opical story that has its beginning in Communist Bulgaria, shifts logically, compellingly, to Istanbul, Paris, New York and finally, Los Angeles, in that order.

Jacques Scott, getting out of the Iron Curtain environment, is pursued unrelentingly by Communist agents, who want to do him some obvious harm because of "Voice of Freedom" activity. While hospitalized for construction job injuries, he meets, falls in love with, and weds nurse Jean Ann Lewis.

About here, Morgan Lane, Red agent, comes on the scene, proceeds to devise frame-up fingering Scott for hit-and-run killing. Circumstantial evidence is unraveled eventually, Scott goes back to Miss Lewis' everwaiting arms, and Lane, in the accustomed expiration of screenland villains, is done in as he strives to escape the U.S. gendarmes.

Producer Apostolof collaborated with Herbert F. Niccolls on the imaginative screenplay, and direction was assigned to Robert C. Dertano.

Running time, 60 minutes. General classification. Release, not set.

A.M.W.

SPECIAL TRAILERS
Are a MUST in every live-wire theatre operation. When you need the finest quality in the fastest possible time order from . . .
FILMACK
HICAGO 327 So. Vabash
NEW YORK 630 Ninth Avenue

Loew's Shares of Tomlinson

(Continued from page 1)

Securities and Exchange Commission in Washington.

If he was aiming for control at that time, only his intimates knew about it. Louis B. Mayer had been out of the company since 1951 and the company profits had declined under the regime of Dore Schary, Mayer's successor.

When Tomlinson resumed his buying the following February, Arthur Loew had succeeded Nicholas M. Schenck as president. Mayer and Stanley Meyer had met Tomlinson and they may have laid out their plan for the taking over of the company.

Bought Steadily in February

Tomlinson's purchases were resumed February 6 with 500 shares and were separated by only a few days each until the following December as follows: February 7, 1,500 shares; February 9, 5,000 shares; February 14, 5,000; February 16, 5,000; February 17, 5,000; February 29, 5,000; April 4, 2,600; April 6, 2,400; April 10, 5,000.

His next purchases in his own name came the following August as follows: August 20, 4,000; August 27, 1,000; August 30, 5,000; September 6, 1,000; September 7, 3,300; September 10, 700; September 27, 3,000; September 28, 2,000; October 4, 2,400; October 5, 2,600; December 17, 1,000; December 20, 2,900; December 21, 1,100.

This adds up to 72,400 shares. The stock quotations were falling during this period. The Securities and Exchange Commission records show no purchases during 1957.

In the meantime rumors were current that Lehman Brothers and Lazard Freres were inclined to throw their support to Louis B. Mayer's candidate for presidency, and Stanley Meyer, who owned 5,000 shares. How many shares Mayer controlled is not known.

When the stockholders convened at the postponed meeting October 15 it was claimed that Tomlinson controlled more than 200,000 shares. As it turned out both Lehman Brothers and Lazard Freres voted with him.

Got 98,000 Revocations

Following his call for a revocation of proxies previously sent in for Joseph R. Vogel he received 98,000 revocations.

Tomlinson's total voting strength was 519,435 shares against Vogel's 3,449,446.

There is widespread curiosity as to whether he will continue the struggle for control. During all the period of his purchases the stock price was falling, and it is understood he borrowed about $1,750,000 to swing them.

A. B. Jefferis

(Continued from page 1)

Jefferis, sold the Pine Hill Drive-in and the Jefferis Theatre here, and they are planning to retire.

The new owners are Lacy and Mrs. Ragan, owners of the Lux at Greenville, Mo.

Regional Distributors

(Continued from page 1)

Warwick attended by Rogers; Joseph Levine, president of Embassy Films, who will handle New Engand distribution out of Boston; Judd Parker and Joe Wolf, also of Embassy; Robert Hartgrove, Exhibitor Pictures, covering Texas and Oklahoma; Sherman S. Krellberg and Richard Perry, Principal Film Exchange, covering 11 western states.

Also, George Waldman, Waldman Pictures, covering upstate New York; Jack Harris, Exploitation Productions, Inc., covering Philadelphia and Washington; Sam Kaplan, Sam Kaplan Distributing Co., Greater Chicago, and Allied Film Exchange and Imperial Pictures, covering Detroit and Cleveland. Robert Pinson was not present at the conference, but is a signer.

Dr. Renzo Ruffini, president of I.F.E. Releasing Corp.; Dr. Guiseppe Tavazza, vice-president of A.N.I.C.A., and E. R. Zorgniotti, chairman of the I.F.E. board, also attended.

The new group will take over distribution of 35 films now in release as well as six releases.

'Limit' Bows Tomorrow

Director Karl Malden, featured actor Rip Torn and author Henry Denker will head a contingent of screen and stage notables attending the world premiere of Heath Productions' "Time Limit" tomorrow at the Victoria Theatre here.

From the
HOLLYWOOD REPORTER
Wednesday, Octobr 16, 1957

TRADEVIEWS by W.R.WILKERSON

• DEFERMENTS have become a common practice in making pictures, particularly in the "independent" field. The producer, the director, the writer or the star may defer all or part of his salary until the company behind the picture pays off its bank loans, completion bonds, etc. etc. That's not unusual. However, we came across something in the deferment classification yesterday that WAS unusual.

Cornel Wilde presented a package to Paramount that ended up with the production of "Devil's Hairpin," a yarn based on sports cars, their racing and the young people devoted to this form of sport. Wilde wrote the story, produced and directed the picture and played the star part, and he deferred the payment of everything until Paramount got back its cash outlay, then his deferments are met, after that he shares with the company on a 50-50 basis on every dlolar that comes in. From the looks of the early openings, Mr. Wilde, who had such faith in what he wanted to make and how he wanted to make it, is in for quite a bundle because the entire production and the picture so far has had openings comparable to pictures five and ten times the cost of "Hairpin." Although it has not opened abroad, a print of the picture has been seen in the company's principal foreign exchanges and the home office has had cables, in great praise for the picture and estimates of hefty grosses.

We mention the above, in this era of big spending and big star payouts running into more than Paramount invested in the finished negative of the Wilde picture, as an instance of the faith of a producer, writer, director, star in something he wanted to do and was quite willing to gamble that the finished product would earn more money than if he were paid the average amount for each service he contributed to the picture. Paramount was so pleased with the result that when the figures were added and it was found Cornel had brought the show in $73,000 under budget, the company promptly made out a check for the $73,000 and handed it over to Wilde as a present. That, too, was unusual.

There may come a day in this business when each creator will be compelled to take his chances on the results of his creation, instead of getting the big lush salaries now being dished out. If that times comes, we will have better pictures because there will be greater effort to make them better for the big returns that will accrue.

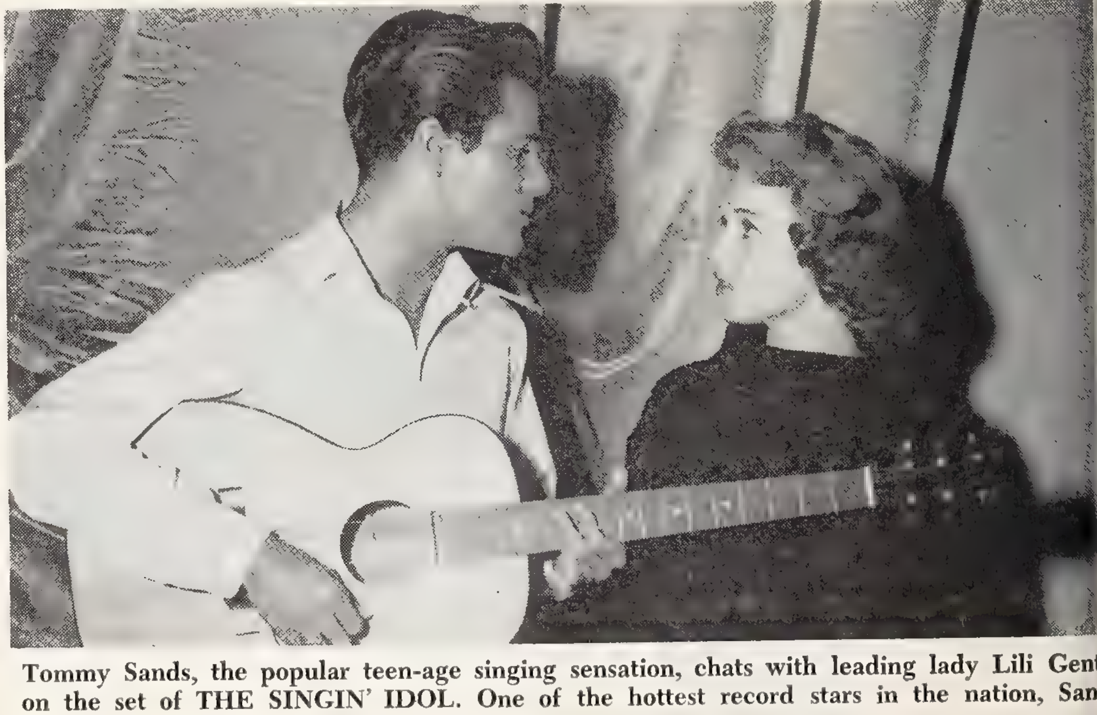
20th-Fox Sets Exciting Pace With Activity

Tony Randall, star of 20th-Fox's NO DOWN PAYMENT, partakes of the elaborate barbecue held last Friday evening at Long Island's Mid-Island Shopping Plaza prior to the film's "Exurban" premiere at the Syosset Theatre. Lovely Roberta Hirsch, "Miss Cook-Out," provides the serving honors.

Tony Randall is interviewed by Long Island radio station WHLI's Bill Nelson as part of the newspaper and radio coverage accorded the NO DOWN PAYMENT "Exurban" premiere and barbecue party.

Attractive hostesses representing surrounding Long Island communities meet with To Randall at the Mid-Island Plaza barbecue for NO DOWN PAYMENT. Chambers of Co merce and Red Feather groups from 20 L.I. towns participated in the festivities.

PEYTON PLACE's director Mark Robson (left), star Lana Turner and producer Jerry Wa check a letter signed by thousands of citizens of Camden, Maine, in appreciation for filmi the heralded drama on location in their community. The exciting film is set for spec Christmas playdates.



Tommy Sands, the popular teen-age singing sensation, chats with leading lady Lili Gent on the set of THE SINGIN' IDOL. One of the hottest record stars in the nation, San makes his film debut in the Henry Ephron production.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 82, NO. 80 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 23, 1957 TEN CENTS

ı West End Ave.

aravel Opens ew Studio ere Today

'st in N. Y. Specifically)signed for TV, Films

aravel Films, Inc., opens its new
io at 20 West End Avenue today.
said to be the first studio in Man-
an specifically designed for both
ion picture production and com-
cial television. City officials and
ers from the advertising, educa-
al and television fields will attend.
he new plant has provisions for
ight line production of television
mercials in as many as 10 to 15
without the necessity of striking
ain stage 75 ft. x 100 ft. and ceil-
of 26 feet. There is one other
ge and a third is planned. For spe-

(*Continued on page 6*)

anny Reiner Named ice-President of TPA

Manny Reiner has been elected
e-president in charge of foreign
erations of Television Programs of
ıerica, Inc.,
was an-
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terday by
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ı, president
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Reiner has
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th Warner
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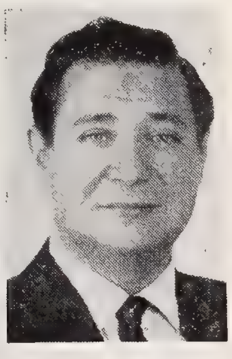
GM, Monogram, David O. Selznick



Manny Reiner

(*Continued on page 6*)

Television Today Page 6

Television Now Competing with Itself More Than with Theatres: Emerling

The erroneous impression that new motion pictures will soon be seen on television is a definite factor in keeping some people away from the theatre, Ernest Emerling, advertising head of Loew's Theatres, declared yesterday. However, he added, there is one ray of hope in the television vs. theatres competition.

Ernest Emerling

Television today, he argued, is competing with itself more than it is with theatres. "The confirmed viewer is the object of concentrated attention by the various networks, as is shown by the volume of newspaper space being taken by the stations and networks. They are trying to woo him from watching Show A to watching Show B."

Last Sunday for instance, the theatre executive continued, there was no noticeable drop in theatre attendance in spite of the very heavy advertising for television shows.

Cite MPA for Aid to Hungarian Refugees

The International Rescue Committee has presented an award to the Motion Picture Association of America in recognition of the "important contribution made by the Motion Picture industry in aiding Hungarian escapees following the Hungarian revolt on Oct. 23, 1956." The MPAA produced a trailer, which was shown in theatres throughout the United States, which included a fund-raising

(*Continued on page 2*)

N. O. Theatres Sue In 'World' Booking

Special to THE DAILY

NEW ORLEANS, Oct. 22. – The Do Drive-In Theatre, operated by Niles, Inc., and the Bell Theatre, owned and operated by E. T. Calogne and Jules Sevin have filed suit in Federal District court here against Fox Theatre Enterprises, Inc., and United Artists Corp., asking for a pre-

(*Continued on page 2*)

Jack Lewis Appointed To UA Music Post

The appointment of Jack Lewis as an artists and repertoire representative for the new United Artists recording company was announced here yesterday by Max E. Youngstein, president of United Artists Records

(*Continued on page 2*)

Doob Will Be Speaker At Allied Convention

Oscar A. Doob, executive coordinator of the Motion Picture Association's advertising and publicity directors' committee, will be one of the speakers at the Allied States Association convention at the Concord Hotel, Kiamesha Lake, October 28-30.

Oscar Doob

He will discuss the business building projects which have been under discussion for several months and the "new

(*Continued on page 6*)

Para. to Release 12 In Next 6 Months

Paramount has scheduled 12 films for release from October to March.

The schedule follows: October—"The Devil's Hairpin," "The Joker Is Wild," and "Hear Me Good." November—"Zero Hour" and "The Tin Star." December—"The Sad Sack." January—"Spanish Affair" and "High Hell." February—"Desire under the Elms" and "Wild Is The Wind." March—"Country Music Boy" and "St. Louis Blues."

To Build Business

Interest Grows In Plan for TV Clearance

Major Distributor Studies Special Line in All Ads

By JAMES M. JERAULD

Widespread interest has been aroused by the proposal of Illinois Allied that the industry advertise that certain pictures will not be available to television for years. This was one of the business building suggestions discussed by the exhibitor group last week in Chicago. As a result, it may be presented to the board of directors of national Allied for inclusion on the agenda of the convention next week at Lake Kiamesha.

The suggestion appeared recently also in Loew's Theatres' weekly publication, "Movie Memo." It has been commented on in the "Buffalo Courier," "Columbus Dispatch" and "Cleveland Plain Dealer."

It is understood that one of the major distributors is considering the de-

(*Continued on page 2*)

Committees for Vogel Dinner Announced

Selection of the dinner committees for the Motion Picture Pioneers' 19th annual dinner honoring Joseph R. Vogel, president of Loew's, Inc., to be held Monday, Nov. 25 at the Waldorf-Astoria Hotel here, were announced yesterday.

Headed by Howard Dietz, general chairman of the dinner, the committees consist of the following members: Ned E. Depinet, Si Seadler and Marvin Kirsch, co-chairmen; Charles

(*Continued on page 2*)

Henriksen Is Para. Far East Supervisor

Supervisor for Paramount International in the Far East will be S. A. Henriksen, according to J. E. Perkins, the company's vice-president. Perkins yesterday confirmed that announcement of the appointment was made

(*Continued on page 2*)

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., has arrived on the Coast from New York.

•

CAPT. SIR ARTHUR W. JARRATT, R.N.V.R., managing director of British Lion Films, Ltd., will return to England from New York today aboard the "Queen Elizabeth."

•

HOWARD DIETZ, vice - president of Loew's, Inc., will leave here early next week for Washington.

•

F. J. A. MCCARTHY, Universal Pictures assistant general sales manager, will return to New York today from Columbia, S. C.

•

STEVE EDWARDS, advertising-publicity manager for Rank Film Distributors of America, will return to New York today following a two-week Southern trip.

•

JOSEPH A. TANNEY, president of S.O.S. Cinema Supply Corp., returned to New York from Europe aboard the "United States."

N. O. Theatres Sue

(*Continued from page 1*)

liminary hearing to show cause why the Fox Theatre was given the privilege of showing "Around the World in 80 Days" before negotiating with them and other theatres for the procurement of the right of presentation of the film.

"Around the World" opened Oct. 17 at the Fox for an indefinite run on a ten-shows-a-week schedule.

A spokesman for United Artists at the home office yesterday said that notice of the suit had not been received yet.

Henriksen Named

(*Continued from page 1*)

Monday in Tokyo by Paramount world-wide sales head George Weltner.

Henriksen has been Paramount's manager in Denmark since 1942. He joined the company in 1938 as a salesman, after studying and doing sales work in Germany, Holland, Great Britain and his native Denmark. Henriksen was introduced to managers of Far Eastern territories participating at the Tokyo sales seminar for Cecil B. DeMille's "The Ten Commandments."

TV-Clearance Interest Rises

(*Continued from page 1*)

sirability of putting in its advertising that the picture will not be available for television indefinitely. The "New York World-Telegram" points up the age of pictures shown on television by putting the original theatrical release date in its listings.

A film executive who has had a part in the industry discussions of recent months on business building methods, but is not ready to be quoted yet, said yesterday he thought the impression was widespread that pictures can be available for TV in very short periods of time and he thought something definite should be done about it.

The first suggestion, he said, was that all ads should include a statement that the particular picture being publicized would not be available on television for five, seven or ten years.

Distributors of "Around the World in 80 Days," "The Ten Commandments" and the Cinerama pictures have convinced the public they will never be available for air use and he thinks this has been helpful in building up theatre attendance.

Rand to Buena Vista; Feldman Replacing

Harold Rand

Harold Rand, in charge of newspaper publicity for 20th Century-Fox, has resigned, effective Nov. 1 to become publicity manager of Buena Vista Film Distribution Co. under Charles Levy, advertising - publicity director.

Ed Feldman, 20th - Fox trade press publicity contact, is reported scheduled to replace Rand, and an appointment to the trade press contact post will be made from within the 20th-Fox publicity department ranks.

Rand was employed by 20th-Fox for seven and a half years and served in a variety of publicity contact and writing positions. He handled motion picture trade press relations for a five-year period.

Cite MPA for Aid

(*Continued from page 1*)

appeal for the IRC narrated by Marlon Brando.

The IRC Distinguished Service Award was presented to Ralph Hetzel, vice-president, on behalf of Eric Johnston, president, by Robert J. MacAlister, eecutive director of the IRC.

'Kiss' to Bow in S. F.

The world premiere of 20th Century-Fox's "Kiss Them for Me" will be held at the Fox Theatre, San Francisco, on Nov. 6. Suzy Parker, the star, and Jerry Wald, producer, will attend the festive opening, which will be covered by press, radio and television.

Vogel Dinner

(*Continued from page 1*)

Alicoate, new members; Jake Starr, decorations; Chester B. Bahn, trade papers; William J. German, dinner treasurer, and Dan Terrell, publicity.

Participation in the annual dinner is for members only, and the membership is composed of those who have served the industry for 25 years or more. Ned E. Depinet, president of the Pioneers, announced Vogel's selection this year last Aug. 8.

The Pioneers have honored an industry figure for outstanding services each year for the past ten years, starting in 1947, when Adolph Zukor was the first named. In succeeding years, such industry figures as Gus S. Eyssell, Cecil B. DeMille, Jack, Harry and Albert Warner, Spyros P. Skouras, Nate Blumberg, Barney Balaban, Simon H. Fabian, Herman Robbins and Robert J. O'Donnell have been honored.

Luncheon for Wile

Robert Wile, exhibitor relations executive for 20th-Fox, has returned to New York from Columbus, Ohio, where he attended an industry luncheon given by C. Harry Schreiber, managing director of the Veterans Memorial Auditorium. The luncheon, held to honor Wile and William A. Carroll, his successor as secretary of the ITO of Ohio, was attended also by Charles Sugarman, World Theatre; Edward McGlone, RKO city manager; Norman Nadel, Columbus "Citizen"; Clyde Moore, "Ohio State Journal"; Tom O'Brien, Berlo Vending Co., and A. B. Weinfeld, Electric Products.

Fellini, de Laurentiis

Italian director Federico Fellini, producer Dino de Laurentiis and Ilya Lopert will hold a trade press conference at the Hotel Carlyle here today at 3:00 P.M.

UA Sales Meetings In Toronto Today

United Artists' winter distributi program for the Canadian territo will be detailed today and tomoro in Toronto at sales meetings conduc ed by James R. Velde, general sal manager, and Charles S. Chapli Canadian district manager.

Branch heads participating in t planning sessions include George He ber of Toronto and Sam Kunitzky Montreal. Arthur Reiman, Weste and Canadian contract manager, w also attend. In addition to meetin with sales personnel, Velde will co fer with Canadian exhibitors and c cuit officials.

Jack Lewis Named

(*Continued from page 1*)

Corp. and United Artists Music Con

A veteran of the music business f 15 years, Lewis had been previous associated with RCA Victor and i subsidiary, VIK, for which he w musical director before resigning make records as an independent.

Showplace of the East
FOR YOUR SCREENINGS
- Three Channel interlock projection
- 16, 17½ & 35 mm tape interlock
- 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York 1
JUdson 6-0367

The Monarch
Only De luxe Servic
Every Night,
Overnight
New York to Londo
BRITISH OVERSEAS AIRWAYS CORPORATIO
Reservations through your travel agent o
BOAC, 530 Fifth Avenue, New York 3
N. Y. MUrray Hill 7-8900.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

PEOPLE

ric Johnston, president of the Mo- i Picture Association of America, terday was heard in an address at 71st annual state convention of Iowa Bankers Association, held the Hotel Fort Des Moines, Des ines.

□

William Howard, formerly man- r of the Cine Webb, Wethers- d, Conn., has been named by ckwood and Gordon Theatres to a ilar post at the Danbury Drive-in eatre.

□

Geoffrey Martin, director of adver- ng-publicity for Rank Film Dis- butors of America, has joined ril Olrich in Florida for a tour of South and Southwest in the in- est of "Pursuit of the Graf Spee."

leve. Variety Names losenthal Chief Barker

Special to THE DAILY

CLEVELAND, Oct. 22.—Variety ub, Tent No. 6, at its annual meet- in its clubrooms in the Tudor ms Hotel, elected David (Danny) senthal to serve as chief barker for coming year. The United Artists nch manager succeeds Marshall ne to the top post.

Also elected members of the offi- l family are Jim Kalafat, indepen- nt theatre owner, first vice-presi- nt; Will Dougherty of Radio Sta- n WJW, second vice-president; Sol rdon, Allied Artists, secretary, and n Levitt, Universal city salesman, asurer.

Serving on the board of directors ll be the newly elected officers and e following members: Abe Kramer, nry Greenberger, Ted Levy, Sam eiss, Leroy Kendis, Jack Silver- orne, Marshall Fine, Raymond hmertz, Irwin Shenker and Joe einstein.

hicago Opening Today or 'Raintree County'

CHICAGO, Oct. 22.—George Mur- y, Ann Sheridan and Myrna Han- n, in addition to civic, state and ucational leaders, will be on hand morrow night for the midwestern emiere of M-G-M's "Raintree Coun- " at the McVickers Theatre.

Arrangements have been completed r WGN to do radio theatre lobby terviews and on the spot "color" mmentary preliminary to the first blic midwestern showing. The stars d special guests will be invited to cocktail and buffet party at the Am- ssador East before the premiere.

Following the reserved seat policy tablished in its three previous pre- ieres, "Raintree County" will play n shows a week with matinees ednesday, Saturday and Sunday, in ldition to one performance a night.

REVIEW:

Zero Hour

Champion-Bartlett—Paramount

It is a most unusual and frightening situation that three writers have contrived for "Zero Hour," the suspense melodrama that the new Champion-Bartlett organization has produced for Paramount release. On board a commercial plane bound for Vancouver out of Winnipeg, Canada, several of the passengers and the two pilots are suddenly and mysteriously stricken with a deadly food poisoning. The only one aboard who knows anything about flying is a war veteran who hasn't operated a plane in ten years—primarily because he has lost his nerve. This fellow is forced to take over and attempt to land the plane with guidance by radio from a chief pilot on the ground.

Does he succeed? That's the question that the spectator is kept guessing in this ingeniously constructed and tightly directed film. It stars Dana Andrews, Linda Darnell, and Sterling Hayden and ought to play big with audiences that like to be mystified and to be supplied with plenty of action in the process.

The major reasons that the story, which John C. Champion, Hall Bartlett and Arthur Hailey wrote (from an original by the latter), is so absorbing is that everything that happens—while highly improbable—is made to seem thoroughly plausible. The food poisoning affects only those who had chosen fish from the airline menu; those who selected meat are immune. That is convincing, as is the manner in which the realization of what is happening sweeps over the passengers, producing hysteria in a few. The general plight is further complicated by the discovery that the ill passengers will die unless medical care is supplied forthwith. And all the mechanics of flying a plane are spelled out in detail and yet never impair the forward movement of the plot. Champion, who directed, builds his tension slowly but steadily until the climax—the landing of the plane—is almost unbearable in its suspense.

Some able acting helps also. Hayden is excellent as the pilot on the ground who guides to safety a man he had known and hated during the war. As the ex-pilot who must land a type of plane he has never flown before and finds renewed strength during the crisis, Andrews does a fine job, too. And Miss Darnell is surprisingly well-cast as the latter's wife who assists him in his ordeal by handling the radio transmission. Several other actors—including Geoffrey Toone, Peggy King and Charles Quinlivan—sweat and register anxiety effectively.

Passenger traffic on airlines may well show a sharp drop in the next few months.

Running time, 81 minutes. General classification. Release, in November.

Richard Gertner

Reeves to Build New Magnetic Tapes Plant

Construction of a plant designed specifically to meet modern requirements for the manufacture of magnetic tapes has been announced by Hazard E. Reeves, president, Reeves Soundcraft Corp., New York and Los Angeles. Tapes to be manufactured range from those used to receive information transmitted from U. S. earth satellites to tapes for high fidelity recording purposes.

Precise quality requirements in the instrumentation tape field have made all magnetic tape plants, including Souncraft's obsolete, according to Reeves.

LeRoy Signs with Fox

HOLLYWOOD, Oct. 22.—Mervyn LeRoy Productions, Inc., has signed a long-term contract to produce pictures for 20th Century-Fox, Buddy Adler, Fox production head, announced here today.

The contract calls for a series of pictures which LeRoy will both produce and direct.

Paid-Advertising Plan For 'WGA Bulletin'

From THE DAILY Bureau

HOLLYWOOD, Oct. 22. — The October edition of "WGA Bulletin," published by the Writers Guild of America, West, issued today, breaks with Hollywood precedent in becoming the first regularly published guild or union house organ to carry commercial advertising.

The edition, according to Louis Pollock, its editor, and who originated the paid-advertising policy, limits advertising to the amount necessary to pay for the publication. About two of the paper's eight pages are advertising, chiefly from book-publishers and literary agencies.

Pollock leaves for New York in three weeks in connection with the future policy for "WGA Bulletin."

WB Studio Cuts

HOLLYWOOD, Oct. 22. — The Warner Bros. Studio has reduced its publicity department staff by seven members in line with the current streamlining policy of the company.

Baker Takes Post As KRS President

From THE DAILY Bureau

LONDON, Oct. 22 — Reginald Baker, former president of the Kinematograph Renters Society, took the chair at today's meeting of that organization with the understanding that he was to be president "pro tem" and that the chair would be filled on a rotation principle until an appropriate and willing person could be found to become permanent chairman.

Warwick Reduces Its Permanent Staff

By PETER BURNUP

LONDON, Oct. 22.—Warwick Productions will reduce its program from the presently planned four pictures a year to one a year and will eliminate its permanent staff, engaging the necessary technicians on a picture by picture basis. This was announced here today by Irving Allen, managing director of the company.

Attributing the cutback exclusively to increasingly swollen production costs, and the growing difficulty of amortizing capital investment, Allen said the company would dispose of its Soho Square headquarters, including a recently built recording theatre, as well as its camera and sound equipment.

Dismissals Likely

It is expected that the retrenchment will mean the disposal of 66 persons from the company's permanent payroll.

Warwick is still committed to deliver up to seven pictures to Columbia but the delivery period now clearly will be revised.

Scottish Showman Urges Support of Ealing Ban

Special to THE DAILY

EDINBURGH, Scotland, Oct. 22 —American film companies are sitting back and watching the reaction of British exhibitors to the Ealing Studios' decision to sell old films to television, said Jim Poole, leading Scots exhibitor, at a meeting of exhibitors here.

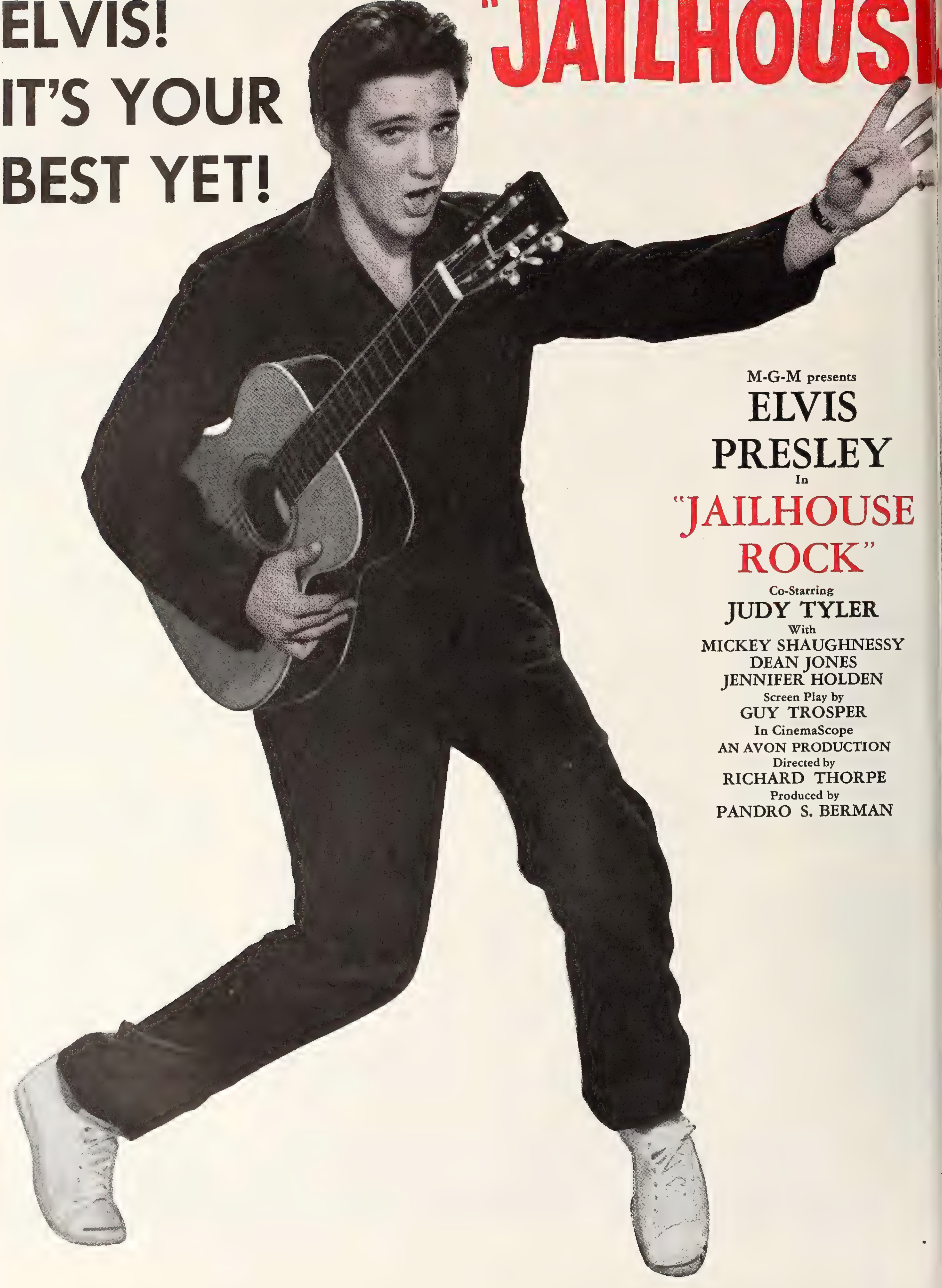
Calls for Support

Describing the proposed deal as "a bombshell," he called on the Edinburgh branch of the British C.E.A. to show themselves 100 per cent behind their president, George Singleton, in his fight against the move. The branch agreed to send a resolution congratulating the president of the association on his bid to stop the sale.

"If the exhibitors do not take some drastic action, it will be the green light for every British producer," said Poole. "Then we shall be in trouble—serious trouble."

ELVIS!
IT'S YOUR
BEST YET!

"JAILHOUS



M-G-M presents

ELVIS
PRESLEY

In

"JAILHOUSE
ROCK"

Co-Starring

JUDY TYLER

With

MICKEY SHAUGHNESSY
DEAN JONES
JENNIFER HOLDEN

Screen Play by

GUY TROSPER

In CinemaScope

AN AVON PRODUCTION

Directed by

RICHARD THORPE

Produced by

PANDRO S. BERMAN

UMPING NATIONWIDE!

Hear This!

1-TITLE SONG ALREADY IN "TOP-10"!

Imagine! Elvis Presley's record of "Jailhouse Rock" has been out only a few weeks, and in both Variety and Billboard box-scores of best-selling records it's in America's "TOP 10" song hits. AND HAS SOLD MORE THAN A MILLION AND HALF RECORDS!

2-LAUNCHED IN 1,000 CITIES!

Off to a flying start with saturation bookings in the deep South, spanning exchange territories of Memphis, Atlanta, Charlotte, New Orleans, Dallas, Oklahoma City. Plus Detroit, Frisco and other hot-spots! The noise will be heard across the nation!

3-CAMPAIGN ROCKS AMERICA!

Starting in all fan magazines, with M-G-M columns in Look, True Story, Satevepost, with combined readership of 75 million! Giant newspaper campaign, TV, radio—spanning the nation! Plus electrifying exploitation!

4-TRADEPRESS FORECASTS SMASH!

"Resounding hit"—M. P. Herald and M. P. Daily. "Handsome grosses. Sure-fire ingredients!"—Variety. "A delight. Substantial grosses."—Boxoffice. "A real rock-and-roll hit. Will send fans to Goneville."—Film Bulletin. "Bonanza."—Film Daily.

5-BIG PROMOTION! BIG GROSSES!

Every Preview audience rates it the best Presley picture yet! M-G-M has the materials to help you do a sock showmanship job. ACTION!

Television Today

RCA Has Magnetic Tape For Color Reproduction

Magnetic tape for recording and reproducing color television pictures was demonstrated here this week by the Radio Corporation of America. Newspaper reporters assembled at the RCA Exhibition Hall were shown tape-recorded portions of the Perry Como and Steve Allen shows, "Your Hit Parade" and a football game. The quality of the color pictures was said to be superior to those reproduced at the present time by kinescope film recordings.

Will Market Recorder

RCA also announced that it would market by the end of next year a magnetic tape recorder capable of transcribing programs comparable to those demonstrated. The machine is similar in operation to sound recording tape machines. It transforms images into magnetic impulses on tape which, when played back through a relay to the master control of the station, will broadcast a compatible color signal.

Set New NBC Series In Education Project

Man and the resources he uses will be the subject of a ten-week TV study the NBC Educational Television project will offer this fall. Albert E. Burke, director of the American Institute of Resource Economics, Hartford, Conn., who led the Project's "Geography for Decision" series last spring, will return to conduct the new program, "Survival: The Story of Man, Resources, and Civilization."

The program will be transmitted live to the country's linked-up educational TV stations over NBC's regular network facilities starting Thursday, Oct. 31, from 6 to 6:30 P.M., EST. It will be one of five fall program series in the project NBC is undertaking in partnership with the Educational Television and Radio Center, at Ann Arbor, Mich.

One Man's TViews

By Pinky Herman

HOLLYWOOD and Broadway both have benefited by harnessing the talents of radio and TV. Just to cite a few we might mention Ernest Borgnine, Eva Marie Saint, Frank Lovejoy, Paddy Chayefsky, Ed Begley, Ernie Kovacs. Now for the record let's add another brilliant name to this list, Fred Coe, who is just back from Hollywood where he produced "The Left-handed Gun," starring Paul Newman for Warner Bros. He'll produce a new Broadway musical, "Two for the See-Saw," starring Henry Fonda and scripted by Wm. Gibson. . . . One of radio's most talented thespians, Phil Clarke, is back in town after a two-year absence during which time he purchased and built up a terrific motel business in Gettysburg. But acting is his real love so he's placed the 16-acre historic and scenic hotelry in the hands of a manager and is available. Just call Radio Registry and thank us for the tip. . . . Two TV debuts arrive simultaneously Thursday, Nov. 14 when Burgess Meredith will direct "Playhouse 90–The Jet-Propelled Couch," (CBS) in which Donald O'Connor makes his first dramatic effort. David Wayne co-stars. . . . After 3 years as TV chief of promotion for the Fund for the Republic's Robert E. Sherwood Awards achieving remarkable results in a difficult assignment, Sylvia Spence resigned to open her own consultant firm. Her first client? Fund for the Republic's 3rd annual Robert E. Sherwood Awards. . . .

☆ ☆ ☆

Broadway and TViewers will soon discover a new star. The little young lady, recently featured in a special "Buick Show" which played across the country possesses all the ingredients necessary for stardom. Looks, figure, charm, beautiful singing voice and acting ability. Her name is Mildred Slavin. . . . Donald Gray, star of NBC-TV's new mystery series, "Saber of London," will meet the press this P.M. at a reception. . . . Add more 'mystery.' Starting next Monday, home viewers will be able to participate in "The Big Payoff" prizes. By phone they'll be asked to identify "mystery fashions" related to real or fictional characters. Nice thinking by Producer Walt Framer. Not only will millions of women feel the urge to try for some extra dough-re-mi but at the same time they'll be able to see CLOTHING STYLES (of today and yesteryear).

REVIEW:

The Story of Mankind

Cambridge-W.B.

IRWIN ALLEN, who recently attempted to describe pictorially "Th Animal World," now offers "The Story of Mankind"–in 100 minute He has gathered a huge cast, most of whom play bits in pieces of his tory, used clips from film classics for the more spectacular scenes an tied it all together with an original contemporary theme.

Based on Hendrik van Loon's famous book of the same name, it base is the invention of the super H-bomb and whether or not mankin is worth saving from the bomb's decimating power. Defending mankin before the High Tribunal somewhere in outer space is the Spirit of Ma and maligning it is the Devil himself. Ronald Colman and Vincent Pric play these adversaries.

Starting in the beginning when man was not even a social being, i moves rapidly from one age to another and includes as many hig points in history as time permits. Considering the gigantic material t work with, a surprisingly large amount of history is presented, albeit i considerably abridged form.

The picture goes in for some unusual casting as witness Hed Lamarr as Joan of Arc, Marie Wilson as Marie Antoinette, Charle Coburn as Hippocrates, Harpo Marx as Isaac Newton and Grouch Marx as Peter Minuit. Some of the famous moments shown includ Nero's (Peter Lorre) musical interlude while Rome burns, the buyin of Manhattan Island for 24 dollars, Marie Antoinette's legendary "Le 'em eat cake," the burning of Joan of Arc, ad infinitum.

Others in the mammoth cast include Chico Marx, Virginia May (Cleopatra), Agnes Morehead (Elizabeth), Cedric Hardwicke (th judge), Dennis Hopper, (Napoleon), Edward Everett Horton (in fo a fleeting instant as Sir Walter Raleigh), Reginald Gardiner (Shakes peare), etc.

The cast and the very boldness of the venture should lure man patrons. The picture is unavoidably episodic and a guessing game a to who plays whom but it is diverting in its capsule treatment of history Running time, 100 minutes. General classification. Release, in Novembe

JAY REME

Doob to Be Speaker

(Continued from page 1)

look" of the Academy Awards, which will be sponsored hereafter by the industry.

There will be a question and answer period during which exhibitors can discuss their advertising and exploitation problems.

Franchise Holders File L. A. Pay-TV Bonds

HOLLYWOOD, Oct. 22. – All three pay-television companies granted franchises by the Los Angeles City Council last week have filed the required performance bonds with the Department of Public Utilities and Transportation, a department official has confirmed. Although the council still must adopt an ordinance making the franchise grants official, this is regarded as a simple formality.

Watt Joins Goodman

HOLLYWOOD, Oct. 22. – Milt Watt, long-time publicity director of Republic Studios and recently associated with the Warner studio publicity department, has joined the Mort Goodman Advertising Agency to specialize in the handling of independent motion picture and television accounts.

Caravel Studio

(Continued from page 1)

cial long-term projects such as package television film programs Carave will continue to use its Hempstea plant.

There are six cutting and editin rooms; seven costume, makeup an dressing rooms; projection, animation opticals and special effects depart ments, and carpenter shop. It was designed by Horace Ginsbern Associates.

Near Lincoln Square

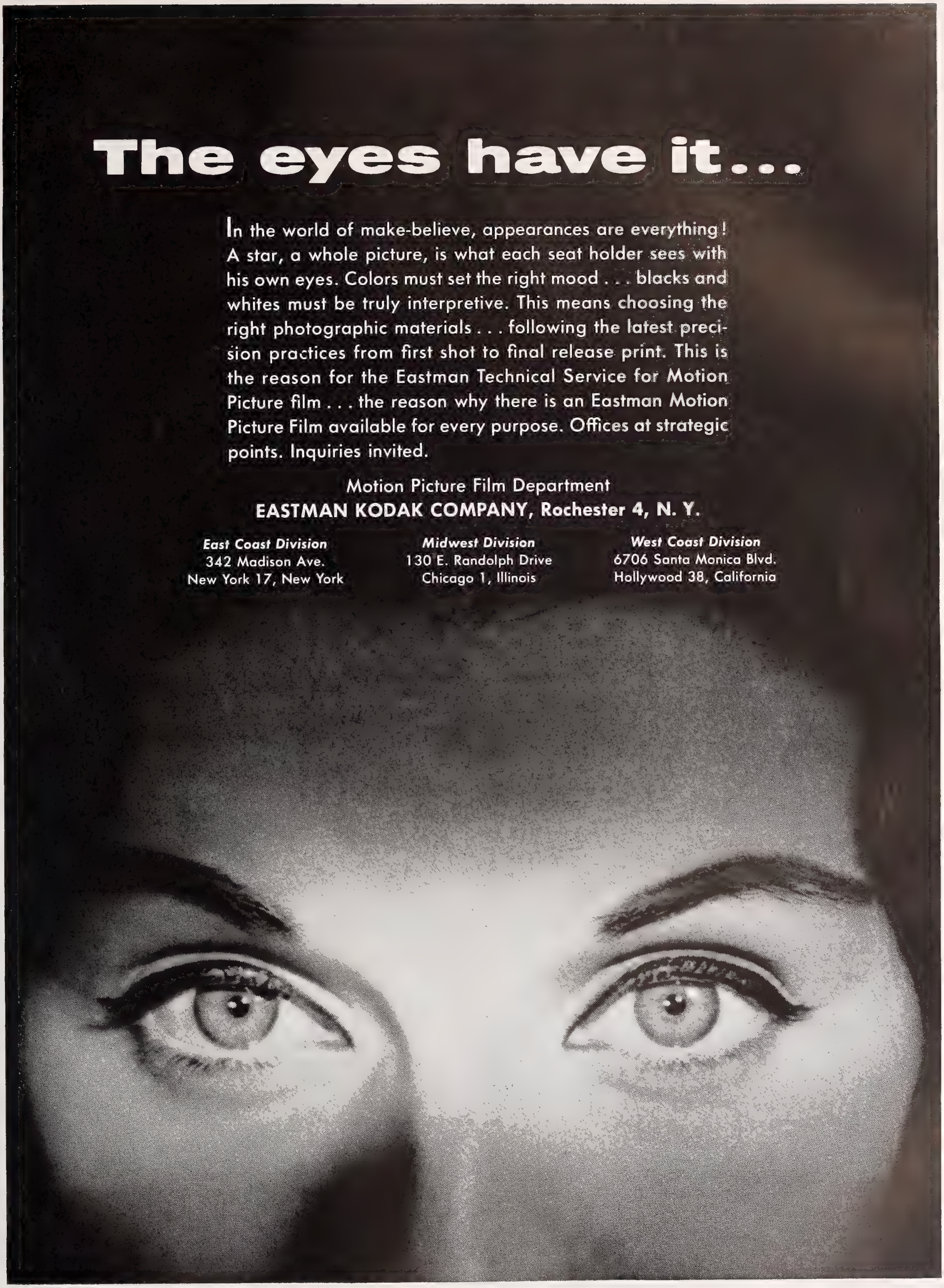
David I. Pincus, president, said th proximity to advertising agencies wa one of the main factors in picking th location. It is near the proposed Lincoln Square development.

Manny Reiner Named

(Continued from page 1)

and Samuel Goldwyn. During Worl War 11, he joined the Office of Wa Information as program director o the Voice of America in Iceland.

Since joining TPA in July, 1956 Reimer has been busy building u foreign markets. Under his direction TPA has dubbed eight progran series in Spanish, three in French, one in Flemish and will shortly dub in German and Italian.



The eyes have it...

In the world of make-believe, appearances are everything! A star, a whole picture, is what each seat holder sees with his own eyes. Colors must set the right mood . . . blacks and whites must be truly interpretive. This means choosing the right photographic materials . . . following the latest precision practices from first shot to final release print. This is the reason for the Eastman Technical Service for Motion Picture film . . . the reason why there is an Eastman Motion Picture Film available for every purpose. Offices at strategic points. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

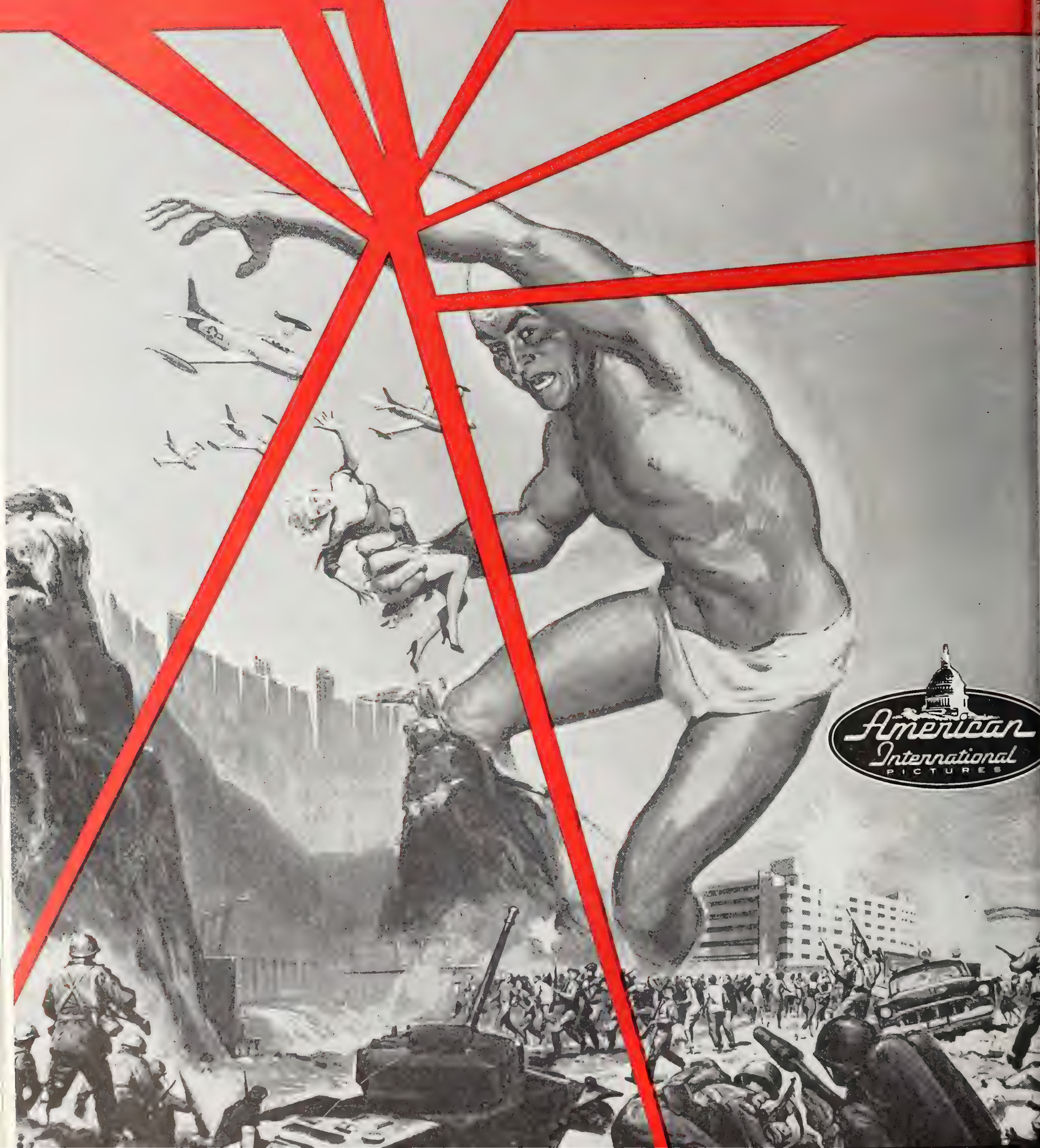
East Coast Division
342 Madison Ave.
New York 17, New York

Midwest Division
130 E. Randolph Drive
Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

AMAZING COLOSSAL GROSSES

American-International Pictures presents THE AMAZING COLOSSAL MAN starring Glenn Langan, Cathy Downs, William Hudson and Larry Thor. Produced and directed by Bert I. Gordon, screenplay by Mark Hanna and Bert I. Gordon. A James Nicholson - Samuel Z. Arkoff production.



American International Pictures

All
the News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 82, NO. 81 NEW YORK, U.S.A., THURSDAY, OCTOBER 24, 1957 TEN CENTS

y-or-You-Don't-See'

ay-TV 'Peril' o the Public: obert Sarnoff

rns Broadcasting End We Know It Today'

Special to THE DAILY

ITTSBURGH, Oct. 23–Pay telen and free television can't co-, Robert W. Sarnoff, president of onal Broading Co., told ncheon here y in honor William k, publishf the Pittsrgh Postette and ner of IC, new C television iate.

Robert Sarnoff

ay television, whether ed or aired, ild be able to attract the best

(*Continued on page* 7)

eLaurentiis Believes -Production Is Good

talian producer Dino DeLauren- believes Italian-American co-protion is a good thing for both couns. Speaking at a press conference e yesterday, he said, "I always try promote (such) co-production" and, le from his solo Italian films, ild co-produce only with American ipanies. A combination, for exam- of a European director and an erican writer, he said, makes for a ticularly fine film.

DeLaurentiis is currently in the . to promote his new Italian pice, "Cabiria." The film was directed Federico Fellini, who was also sent at the conference yesterday.

Television Today Page 7

Ask Orderly-Release Tie With Business Building

Goldenson, Hyman Ask Joint Theatre-Distributor Meeting on Plan; Say Public Can't Be Sold Without Flow of Films

(Pictures on Page 3)

A revision of release schedules by all distribution companies to make a continuing supply of quality pictures available to the nation's theatres concurrently with the projected industry business-building program was advocated yesterday by Leonard Goldenson, president of American Broadcasting-Paramount Theatres, and Edward L. Hyman, vice-president in charge of theatre operations.

To help accomplish that objective, the two AB-PT executives will endeavor to have a national meeting of exhibitors and distributors called for the near future to discuss mutual contributions to its realization.

Goldenson and Hyman, speaking at a luncheon with trade press representatives in the home office dining room yesterday, said exhibitors should offer inducements in the way of guaranteed playing time and terms that would mean a fair return

(*Continued on page* 3)

Loew's Board Meet Oct. 30

First meeting of the Loew's, Inc., board of directors since the 10-hour special meeting of stockholders at which Joseph R. Vogel, president, won an enlargement of the board from 13 to 19 members, will be held next Wednesday, Oct. 30, at home office, 1540 Broadway. The call for the

(*Continued on page* 6)

Japan Seeks to Hike Film Income from U. S.

By WARREN HARRIS

Japanese film producers are striving to increase their income from the United States and its territories to at least ten per cent of the earnings American companies are now taking out of Japan, Masaichi Nagata, presi-

(*Continued on page* 6)

Nizer To Be Honored At Dinner Here Tonight

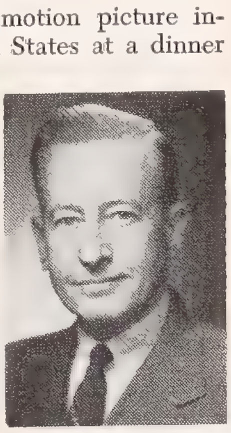
Louis Nizer, partner in the industry law firm of Phillips, Nizer, Benjamin and Krim, will be honored tonight at a testimonial dinner at the Hotel Sheraton-Astor here. Proceeds of the affair will go to the establishment of a memorial and scholarship fund at Yeshiva University in honor of Nizer's father, the late Joseph Nizer.

Co-chairmen of the dinner, which 500 are expected to attend, are Bar-

(*Continued on page* 6)

Johnston Hails Renewed Drive of German Industry in U. S. Market

Eric Johnston, president of the Motion Picture Association of America, last night welcomed the renewed efforts of the German motion picture industry to find a larger market for its product in the United States at a dinner honoring His Excellency Heinz L. Krekeler, Ambassador of the Federal Republic of Germany, and Mrs. Krekeler at the penthouse of the Museum of Modern Art here.



Eric Johnston

"The American motion picture industry welcomes the development of an im-

(*Continued on page* 7)

SEC Filing Gives Data On UA–Circuits Loan

Details of the recent $3,500,000 loan to United Artists Corp. by three circuits were clarified yesterday with the filing of UA's periodical Securities Exchange Registration statement. The circuits are Loew's Theatres, RKO, and American Broadcasting-Paramount Theatres.

The $3,500,000 was divided as follows: Loew's, $2,000,000; RKO, $1,000,000. AB-PT was not represented as a corporate body but by

(*Continued on page* 6)

Atlas Has Warrants for More Disney Stock

Atlas Corporation, currently negotiating for the sale of 400,000 of its 403,153 shares of Walt Disney Productions' outstanding stock, has purchase warrants entitling it to obtain an additional 153,553 shares of Disney common stock at a price of $22

(*Continued on page* 6)

President Picks Rogers For Attorney General

From THE DAILY Bureau

WASHINGTON, Oct. 23. – A former attorney for a major film company has just been named U.S. Attorney General.

President Eisenhower announced he would name deputy attorney gen-

(*Continued on page* 6)

PERSONAL MENTION

GEORGE WELTNER, president of Paramount Film Distributing Corp., will return to New York tomorrow from Tokyo.

•

EMERY AUSTIN, M-G-M exploitation head, has arrived in Memphis from Chicago.

•

PHIL ISAACS, Paramount's assistant Eastern sales manager, and JOHN G. MOORE, mid-Eastern division manager, are in Cincinnati from New York and Philadelphia, respectively.

•

CHARLES L. CASANAVE, president of Fred Astaire Dance Studios, will leave here tomorrow for Cleveland.

•

WILLIAM MADDEN, M-G-M branch manager in Philadelphia, was in New York yesterday from there.

•

JAMES H. NICHOLSON, president of American International Pictures, will leave Hollywood on Sunday for the East.

•

MO ROTHMAN, United Artists Continental sales manager, has arrived in New York from Paris.

•

DOROTHY SANSON, daughter of JACK SANSON, of the Stanley Warner Strand Theatre, Hartford, was married in Saratoga Springs to ANDREW HALL.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, has returned to New York following a 10-day trip through the Midwest and the South.

Joseph T. Rucker Dead; Famous Newsreel Man

Special to THE DAILY

SAN FRANCISCO, Oct. 23 – Joseph T. Rucker, newsreel man for 40 years, who was connected with the Universal reel during the silent days and who spent 15 months with the Admiral Byrd expedition to the Antarctic, died at his home here Monday night. He was 70 years old.

Rucker filmed the opening of the Panama Canal in 1915, covered the Tokyo earthquake in 1923, the Chinese Civil War in 1927 and the Byrd expedition 1928-1930. He was aboard the aircraft carrier Enterprise with Admiral Halsey in World War II during the strikes against the Gilbert and Marshall Islands.

Film Stocks Up in Wide Market Rally

Film stocks recovered some of their recently lost ground in yesterday's general market rally. Gains in the film issues ranged from fractions up to more than a point.

American Broadcasting - Paramount Theatres was up 1⅝; Paramount Pictures, 1⅜; Universal Pictures, 1; United Artists, 1; Columbia Pictures, ⅞; Decca Records, ¾; Loew's, ½; List Industries (RKO Theatres), ⅜; National Theatres, ⅛; Republic Pictures, common, ¼; preferred, ¾; Stanley Warner, ¾; 20th Century-Fox, ¾; Warner Bros., unchanged; Allied Artists, unchanged.

Court Stops 'Island' Showings at Atlanta

Special to THE DAILY

ATLANTA, Oct. 23.—Showings of "Island in the Sun" at the Double-Starlight Drive-In have been halted by a temporary injunction issued by Judge Frank Guess in Dekalb Superior Court. A hearing on whether the stay should be made permanent has been set for Nov. 7.

The showings drew a crowd carrying signs. Richard Bell sought the injunction, because, according to Bell, the film "drew large crowds which became riotous, caused traffic hazards and endangered citizens." Thomas L. Pike, manager, halted the showings.

Wenskus Now Chemical Corn Exchange Official

George E. Wenskus has been elected assistant manager of the Times Square office of Chemical Corn Exchange Bank. For several years he has specialized in the bank's extensive theatrical business.

ASCAP Meet Tues.

The bi-annual meeting of the general membership of the American Society of Composers, Authors and Publishers will take place next Tuesday at the Waldorf-Astoria here, Paul Cunningham, ASCAP president, announced yesterday. The meeting will be held in the Empire Room and will begin at 2:30 P.M.

To Tour for 'Tokyo'

Robert Wagner, star of 20th Century-Fox's "Stopover Tokyo," is scheduled for an extensive key city personal appearancee tour on behalf of the film. He will visit Philadelphia, Nov. 4; Boston, 5; Baltimore, 6; Washington, D. C., 7; and Cleveland, 8. Other cities may be added later.

Hugh Martin, Sr. Dies; Head of MCM Circuit

Special to THE DAILY

ATLANTA, Oct. 23.—Hugh G. Martin, Sr., owner of the MCM circuit of 16 theatres in Florida, died Monday night of a heart attack at his home in Columbus, Ga. Martin, long an outspoken defender of the independent exhibitor, was seriously injured in an automobile accident about a year ago and since then had largely turned the operation of the circuit over to his son-in-law, William P. Cumbaa.

Born in 1895, Martin came into the theatre business in 1913 when he went to work at the Bonita in Columbus, owned by his brother, the late Roy E. Martin. After serving in the Army in World War I, he went into partnership with his brother Roy, but left the theatre business in 1924 to become a boxing promoter. He became matchmaker at Madison Square Garden in 1931, but in 1935 rejoined his brother in theatre operation. He was general manager of Martin Theatres from 1939 to 1946 but in that year he set up a circuit of Florida theatres which was named the M & M circuit, now the MCM circuit, with headquarters in Leesburg, Fla.

In addition to his daughter he is survived by his son Hugh G. Martin, Jr., a lieutenant colonel in the U. S. Army, who is on duty in Turkey.

'Graf Spee' Is Booked By Fifteen Circuits

Fifteen midwestern, southwestern and western circuits have booked "Pursuit of the Graf Spee" since the territorial saturation bookings in the south, according to Irving Sochin, general sales manager for Rank Film Distributors of America, Inc.

These include Wolfberg Theatres, Westland, Frontier - Albuquerque, Williams-Graves, Gibraltar, Bradley-Cheyenne, Paramount Tri-States, Dickinson, Slothower, Pannos, United Paramount-Salt Lake City, Clarence Golder, Fox Intermountain, Sid Cohen Film Service and the Black Hills Amusement Co.

MPEA Reaffirms Policy On Sales in Spain

The board of directors of the Motion Picture Export Association yesterday reaffirmed its policy of member companies not shipping or selling films for importation in Spain under current conditions. Action concerning the sale of its pictures by RKO Radio without MPEA sanction there is under advisement by the board.

The French negotiations were not discussed, as had previously been announced.

Publicists in Move To Arbitrate Firings

The Screen Publicists Guild notified Warner Bros. that it is s mitting to arbitration its case agai the dismissal of 32 advertising publicity department workers. letter from the guild was delive yesterday. The guild is affiliated w District 65, EWDSU, AFL-CIO.

Another meeting is scheduled tonight at the District 65 headqu ters, 13 Astor Place, for a conferen with the union attorneys, Weism Celler, Allan, Spett & Sheinberg.

The Warner employes were notif of their dismissals October 14. guild declared the dismissals wa unjustified. Guild ads were placed trade papers today.

The SPG also sent telegrams leading metropolitan New York hibitors, urging them to witness demonstration being held tonight District 65 at Bonwit Teller's partment store on Fifth Avenue. publicists will participate in the bor demonstration as fellow tra unionists of the store's employes.

Warner Bros. presents
MARLON BRANDO
in
SAYONARA
Advertised in November
FAMILY CIRCLE MAGAZINE
4,000,000 families are pre-sold on movies by Family Circle's editorial pages
Major features on screen personalities
Every month–movie news and reviews
Family Circle–America's largest supermarket-sold magazine–in leading chains from coast to coast.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

Urge Release-Flow for Business Building

Finished Films Are on Hand: Goldenson

(Continued from page 1)

tc the producer-distributors who co- erate in the release of quality duct outside of major holiday iods and the mid-summer months.

Hyman reported that the idea for national meeting of exhibitors and tributors had come from a major npany distribution executive who d pointed out that virtually every ibitor in the nation was in agree- nt with the AB-PT heads in their istence upon the need for orderly tribution of quality product, and t, if representative numbers of m could be brought together with tributors to discuss the problems olved for both sides, definite pro- ess might be made.

Hyman will leave here this week- d on a three weeks trip to AB-PT eatre operations in various parts the country and will proceed to ake specific arrangements for the lling of the proposed meeting im- ediately upon his return to New rk.

Open to All Exhibitors

The meeting, he said, will be open "all exhibitors. We will need a etty large hall in which to hold "

Both Goldenson and Hyman made clear that they were not proposing at any part of the industry business ilding program be postponed ab- ormally.

"The distributors have the com- eted pictures on hand," Golden- n said. "All that needs to be done, ce they are assured of exhibitor operation, is to revise release dates order that the quality product ill be sensibly spaced over the next x months to a year, instead of eing bunched into a few major holi- ay periods.

"But business-building and order- release must go together," he con- nued. "We must have a consistent ow of quality product to the thea- es or we're just wasting our time utting on a business-building cam- aign. We're competing for people's me with a huge variety of other entertainment and recreation forms. If the theatres are to have strong boxoffice attractions only on a few major holidays during the year, the public will forget about them in the intervals. They will lose the theatre-going habit.

AB-PT Officials Hosts to Trade Press

LEONARD GOLDENSON, left, and EDWARD HYMAN, as they gave luncheon guests their opinions.

"Money never has been able to create talent. Talent is created by blood, sweat, and tears, and by taking those wrinkles out of one's belly."

"We hear so much about the $64,000 Question. Our industry's question is one and a quarter billion dollars. Not to mention the billion dollars in theatres."

M. P. DAILY pictures

Goldenson Thinks Theatre Prices May Be Too High

Many theatre admission scales are oo high today, particularly for the ot infrequent roadshow attractions, eonard Goldenson, AB-PT presi- lent, told a questioner yesterday.

"Ours is a mass business," he said. 'Its prices should reflect that."

Cites Example of ABC

"It reminds me of the condition in which we found the ABC network when we took it over. The public was almost indifferent to it. We added names, stellar attractions, as rapidly as we could and more and more people began turning to ABC stations. Eventually, they learned they could count on good programs when they turned to ABC," Goldenson said.

He pointed out that the industry is attempting to observe a golden jubilee, yet recently couldn't get even a representative number of "insignificant stars" to go out and meet the public and help mark the anniversary.

"It's disgraceful that we, who are supposed to be showmen, have permitted our business to become wrapped in crepe. And what are we doing about it? The public never will respond unless we sell our business affirmatively.

Wants Whole-Industry Participation

"All branches of the industry must be brought together to sell and resell our business to the public. It can be done by enthusiasm and drive, and the refusal to be licked. Look at radio. It wouldn't stay buried, and today it is a vital, prosperous business.

"If we don't do it, it's because we are wanting in leadership. It means our presidents and all others in positions of responsibility are shrinking their duties. If our leaders won't get out and restore this industry to its rightful position in public favor, it means they're not prepared to exercise their responsibilities. Then they ought to get out and let those persons who are prepared to do the job, do it.

"Are there sheep running this business, or leaders?" Goldenson asked heatedly.

Hyman recalled that it has now been two years since Goldenson and he first urged upon the industry the importance of achieving an orderly distribution of quality product. In that time, it has been fully publicized but very little progress has been made toward its realization. It is still the industry's most vital problem, he said.

Points to Holiday Plan

Current release schedules of the major companies, Hyman pointed out, show 12 big pictures already set for the year end holidays, and there may be more.

"The theatres of no city in the world can assimilate all 12 at once," Hyman said. "It will be a distributors' rat race. Yet from Labor Day to Christmas the theatres are starved for product. If three of those top pictures, ready but held back for holiday release, were playing in September and October, counteracting new TV programs, it would make a terrific difference in business right now.

Decries Summer Dearth

"The same holds true in other seasons. In May and June, when strong television programs are going off the air, we have a great opportunity to capture extra business by putting our best on the theatres' screens. But someone decided May and June aren't good business months so quality product is withheld until July and August.

"Even so, some of the pictures saved for special release dates are disappointing when played. We are obliged to depend upon either the limited number of big, costly attractions, or the gimmick and exploitation type of films for our profits.

Hyman Asks Distribution on Orderly Plan

"The exhibitor needs to know in advance what bookings he will be able to make in order that he may give them the proper attention and have the time needed to plan advertising, publicity and exploitation.

"Orderly distribution can reverse our attendance losses. There has indeed been a decline in showmanship in recent years, but we should put our house in order now. Exhibitors can do that if they know in advance what their line-up of pictures for the next nine months will be.

"If and when we meet with the distributors, we visualize that we will have a united exhibitor front which will convince the distributors beyond any question that if an orderly distribution can be put into effect they will receive every cooperation from the exhibitors of America. At such a meeting the distributors will be in a position to 'count the noses of their customers' and all the exhibitors will be able to demonstrate that they are 'putting their money where their mouths are'."

Free and Pay TV Cannot Co-Exist: Goldenson

"Pay TV and free TV cannot coexist," Leonard Goldenson, president of American Broadcasting-Paramount Theatres, told questioners at a trade press luncheon at the home office yesterday.

Goldenson said he was convinced that the best talent and program ideas would gravitate to pay TV due to the possibility of larger financial rewards. Eventually, pay TV would be offering at a charge everything that networks now do, or would, provide free.

In reply to another question, Goldenson said he has no plans to visit Bartlesville, Okla., to examine the telemovies test in progress there. He said that apart from franchise applications made by the Interstate Circuit of Texas, he knew of no AB-PT affiliate considering an experiment with telemovies.

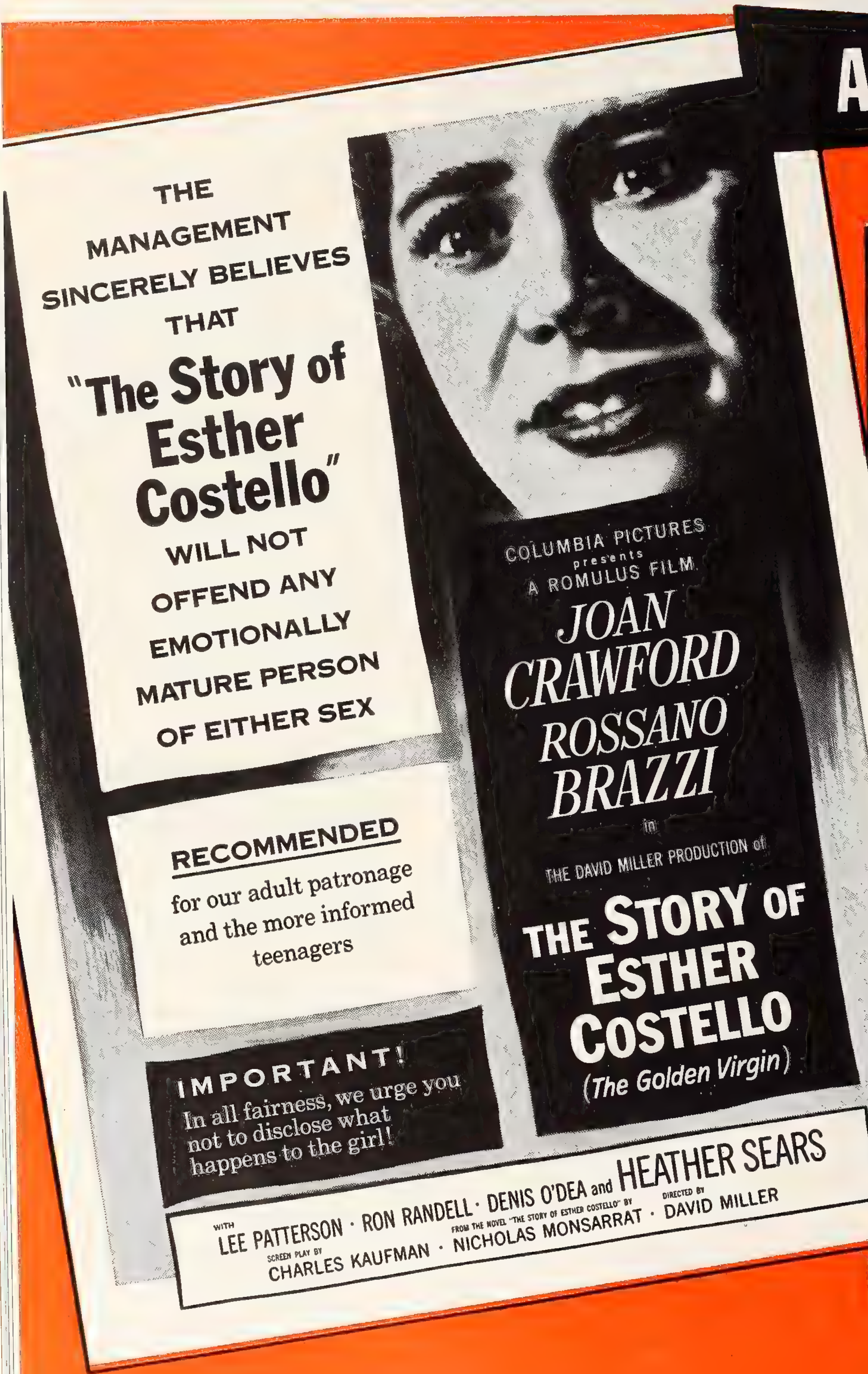
Says Competition Helps All

When asked if he was concerned about the prospect of new competition from Paramount Pictures' recently acquired Esquire Theatre in Chicago, home of AB-PT's important Balaban & Katz affiliate, Goldenson replied in the negative.

"Competition puts us all on our toes," he commented. "It's a good thing. We do a better job because of it."

TREMENDOUS BO

CHECK THE ELECTRIFYING RESULT



THE MANAGEMENT SINCERELY BELIEVES THAT "The Story of Esther Costello" WILL NOT OFFEND ANY EMOTIONALLY MATURE PERSON OF EITHER SEX

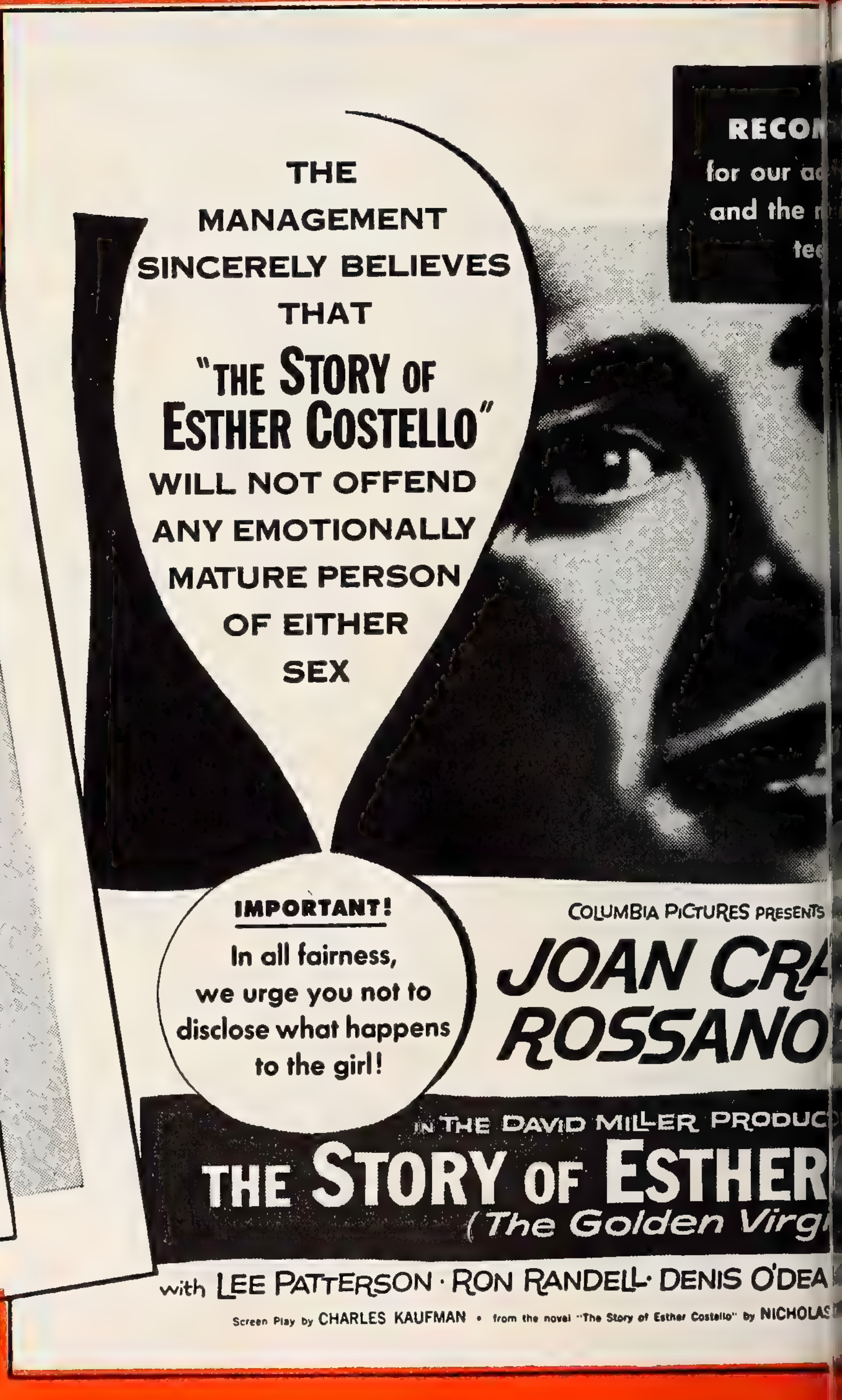
RECOMMENDED
for our adult patronage and the more informed teenagers

IMPORTANT!
In all fairness, we urge you not to disclose what happens to the girl!

COLUMBIA PICTURES presents A ROMULUS FILM
JOAN CRAWFORD
ROSSANO BRAZZI
in
THE DAVID MILLER PRODUCTION of
THE STORY OF ESTHER COSTELLO
(The Golden Virgin)

WITH LEE PATTERSON · RON RANDELL · DENIS O'DEA and HEATHER SEARS
SCREEN PLAY BY CHARLES KAUFMAN · FROM THE NOVEL "THE STORY OF ESTHER COSTELLO" BY NICHOLAS MONSARRAT · DIRECTED BY DAVID MILLER

AND HERE ARE THE HIG



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THE MANAGEMENT SINCERELY BELIEVES THAT "THE STORY OF ESTHER COSTELLO" WILL NOT OFFEND ANY EMOTIONALLY MATURE PERSON OF EITHER SEX

IMPORTANT!
In all fairness, we urge you not to disclose what happens to the girl!

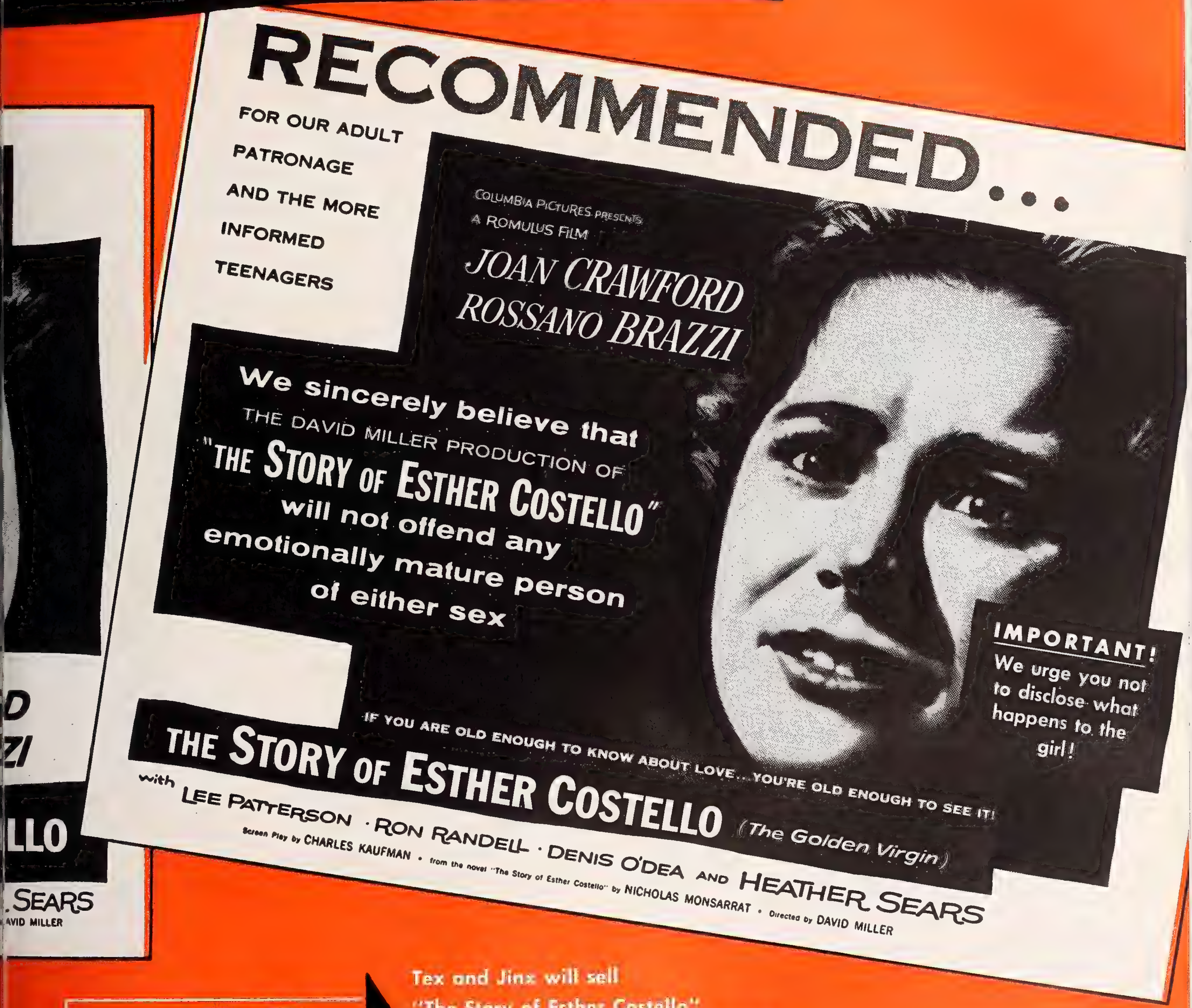
COLUMBIA PICTURES PRESENTS
JOAN CR
ROSSANO
IN THE DAVID MILLER PRODUC
THE STORY OF ESTHER
(The Golden Virg
with LEE PATTERSON · RON RANDELL · DENIS O'DEA
Screen Play by CHARLES KAUFMAN · from the novel "The Story of Esther Costello" by NICHOLAS

NOW WATCH IT HIT in the Philadelphia area... with dozens of saturation dates—and at the RKO PALACE, New Yor
4-STAR THEATRE, Los Angeles; HIPPODROME, Baltimore; ALLEN, Cleveland; STATE, St. Louis; TRANS-LUX, Washington, D.C.; GAR
Boston; ST. FRANCIS, San Francisco; WARNER, Milwaukee; CENTURY, Buffalo; ORPHEUM, New Orleans; RADIO CITY, Minneapolis; COL
SEUM, Seattle; MIDLAND, Kansas City, Mo.; LOEW, Indianapolis; DENVER, Denver; OHIO, Columbus; STATE, Louisville; ROCHESTE
Rochester; LOEW, Akron; ALBEE, Providence; CENTER, Oklahoma City; STATE, Syracuse; LYRIC & HYLAND DRIVE-IN, Salt Lake City; RIT
Tulsa; E. M. LOEW, Hartford; VENDOME, Nashville; PALACE, Youngstown; BIJOU, Springfield, Mass.; POLI, New Haven; HIGHWAY
BEVERLY, Bridgeport; PALACE, Albany; PALMS, Phoenix; PROCTOR & PLAZA, Schenectady; SENATE, Springfield, Ill.; PROCTOR, Tro

OFFICE STORY !

T THE WOODS IN CHICAGO–

LTAGE ADS THAT DID THE JOB!



RECOMMENDED...

FOR OUR ADULT
PATRONAGE
AND THE MORE
INFORMED
TEENAGERS

COLUMBIA PICTURES PRESENTS
A ROMULUS FILM

JOAN CRAWFORD
ROSSANO BRAZZI

We sincerely believe that
THE DAVID MILLER PRODUCTION OF
"THE STORY OF ESTHER COSTELLO"
will not offend any
emotionally mature person
of either sex

IMPORTANT!
We urge you not
to disclose what
happens to the
girl!

IF YOU ARE OLD ENOUGH TO KNOW ABOUT LOVE...YOU'RE OLD ENOUGH TO SEE IT!

THE STORY OF ESTHER COSTELLO *(The Golden Virgin)*

with LEE PATTERSON · RON RANDELL · DENIS O'DEA AND HEATHER SEARS

Screen Play by CHARLES KAUFMAN • from the novel "The Story of Esther Costello" by NICHOLAS MONSARRAT • Directed by DAVID MILLER

D
ZI
LLO
. SEARS
AVID MILLER

P.S.

Tex and Jinx will sell
"The Story of Esther Costello"
for you with the sensational Columbia
TV trailers and radio spots.

from Columbia!

CEA-Ealing Talks Will Be Continued

Special to THE DAILY

LONDON, Oct. 23.—There was no official statement following today's meeting of Cinematograph Exhibitors' Association representatives and Reginald Baker of the Ealing Studios.

Baker said there had been a long, useful discussion; that the matter was moving along, and he hoped for another meeting shortly. The CEA wants assurances of protection against early releases of films to television.

Without going into detail, Baker said that Ealing had no intention of flooding the TV market with films usable in theatres. The assumption is that Ealing will agree to safeguards for exhibitors regulating TV screenings to given intervals, possibly one per month.

23 Keys Book 'Nelson'

United Artists' "Baby Face Nelson" has been set for 23 key regional premieres in mid-November. Cities include Kansas City, Cleveland, Washington, New Orleans, Buffalo, Memphis, Indianapolis, Houston, Akron, Dayton, Columbus, Canton, Harrisburg, Reading, Wilmington, Atlanta, Richmond, Coral Gables, Norfolk, Evansville, Hartford, Bridgeport and Providence.

To Dine Nizer

(*Continued from page* 1)

ney Balaban, president of Paramount Pictures, and Charles H. Silver, president of the board of education of New York City and a trustee of Yeshiva.

Program for the affair, which will get underway at 6:30 P.M., will include remarks by Mayor Wagner, Senator Jacob Javits, and James Farley. Among others scheduled to attend are Louis Phillips, partner in Nizer's law firm, and Max J. Etra chairman of the board of directors of Yeshiva.

Entertainment will be under the direction of Leonidoff of Radio City Music Hall, and will feature Connie Boswell, Henry Morgan and Gloria Ware. Sketches have been written by Stanley Niss, Rex Lardner and Milton Kaye.

President Picks Rogers

(*Continued from page* 1)

eral William P. Rogers as Attorney General to succeed Herbert Brownell, when the latter resigns in the near future, probably in about two weeks.

Before taking the post of deputy attorney general, Rogers was a partner in the Washington office of Dwight, Royall, Koegel and Caskey, and represented 20th Century-Fox in several film matters.

EXHIBITORS!

do you want 16 million union members and families hostile to our industry?

- The proposed summary dismissal by Warner Brothers of 32 members of its Advertising and Publicity Departments invites united protests by the labor movement which most certainly could affect every theatre playing Warner Brothers pictures.
- Indicative of the serious repercussions that could result from this type of callous firings will be the demonstration against Bonwit Teller at their 5th Avenue store tonight, by District 65, an organization of 30,000 members of which the Screen Publicists Guild is a unit.
- We respectfully urge you as one of Warner Brothers important customers to exert every influence at your disposal to prevent necessity of carrying our appeal to the moviegoing public.

SCREEN PUBLICISTS GUILD
DISTRICT 65, RWDSU, AFL — CIO

(one of a series of advertisements)

Caravel Shows Studio At 'Open House' Here

Industry personalities and newspaper representatives inspected the new production center of Caravel Films, Inc., at 20 West End Avenue yesterday afternon at an "open house." The new studio is said to be the first in Manhattan specifically designed for both motion picture and commercial television production.

Caravel will continue to use its Hempstead plant for long-term TV projects, such as package programs, in addition to its new facilities. The location of the new plant is near the proposed Lincoln Square development.

'Tin Star' Ads Provide Do-It-Yourself Plans

Paramount has introduced a half page of ad revamps, with sketches showing how various mats can be used by "do-it-yourself" theatre managers, who want their ads to conform to their local policies.

Sid Blumenstock, Paramount advertising manager, has provided seven suggested layouts with mat numbers to make it easy for exhibitors to make new newspaper layouts for "The Tin Star," Perlberg-Seaton production.

Atlas Has Warrants

(*Continued from page* 1)

per share on or before Oct. 31, it was learned here yesterday from Disney's application for registration of securities on the New York and Pacific Coast Stock Exchanges.

After the sale of the 400,000 shares, Atlas will continue to hold the purchase warrants and 3,153 shares of common stock, and has advised the Disney company that it presently intends to exercise the purchase warrants, which involve an additional 153,553 shares. This will bring Atlas holdings to 156,706 shares of Disney common stock, which would constitute 9.33 per cent of the total shares outstanding if no other warrants were exercised. The 403,153 figure constituted a 27.01 per cent Atlas interest in the Disney company.

Loew's Board

(*Continued from page* 1)

meeting has been sent out by Irving H. Greenfield, secretary.

Vogel will have a 13-6 majority of supporters over Joseph Tomlinson.

One of the important matters expected to be taken up at the meeting next week will be discussion of a dividend. This normally would have been handled in September but Vogel could not call a board meeting then since the Tomlinson supporters were in a majority at the time.

'Cabaret' to 72nd

"Cabaret," a German musical, will have its American premiere as the first attraction under the new policy of the 72nd Street Playhouse here to play first-run German films.

Japan Seek

(*Continued from page* 1)

dent of the Daiei Motion Pict
Company of Tokyo, said here yes
day, as he paused to meet the tr
press on his annual global t
Japanese film companies are
rently earning about $400,000 an
ally from the U.S., Nagata estima
but that total could conceivably
increased to about $1,500,000, or
per cent of the American compan
$15,000,000 annual earnings.

This year's Japanese Film Festi
held here at the Museum of Mod
Art, was a step in the direction
building a larger American audie
for Japanese films, Nagata said. W
the festival was not a complete
cess due to the fact that several
the films shown were not especi
suited for current tastes, Nagata f
that a similar festival to be held
the museum early next year will
more satisfying.

Eyes the Paris Theatre Here

Upon his arrival here last w
Nagata had planned to negotiate
a local theatre which could be
as a Japanese film showcase, but
discouraged, he said, by ea
French and British experiments a
those lines which resulted in $150
to $200,000 annual losses for the c
panies involved. Nagata is hop
however, of some kind of agreem
with the French Pathe company
exhibition of a number of Japa
films at the Paris Theatre here. P
and the Japanese companies alr
hold a joint interest in the St
Etoile Theatre in Paris.

SEC Filing

(*Continued from page* 1)

four of its subsidiaries. The
panies and the amount of their l
were: Interstate Circuit, $150,
Balaban & Katz, $150,000; Flo
State Theatres, $125,000; and P
mount Gulf Theatres, $75,000.

Under the terms of the va
agreements, the loans were mad
UA upon receipt of promissory
bearing interest at the rate of 12
cent per annum, and maturing
years from September 25, 1957.
has the right to prepay, at any t
all or any part of the principal of
notes without premium, but with
terest on the prepaid portion at
rate of 12 per cent per annum
the date of such prepayment. "
note, to the best of United Ar
information and belief, was t
for investment by the lender,"
stated.

The SEC statement also reve
that the date of the annual UA b
of directors meeting has
changed from the first Tuesday
June to the second Tuesday of
month.

'Kiss' Here Nov. 8

20th Century-Fox's "Kiss Them
Me" will open Nov. 8 at the
Theatre here.

Television Today

'ay-TV 'Peril'

(*Continued from page* 1)

grams by out-bidding the present works for talent, and it will be case of "pay-or-you-don't-see," noff declared.

'If that happens," the NBC ex- tive predicted, "you can toll the l for the end of free broadcasting we know it—not only television but io as well."

Ƭo date, his company has opposed television, Sarnoff said, because its conviction that pay-TV is inst the public interest.

As an example of his contention t there will be no free choice for public between pay and free evision, Sarnoff cited the plans of Brooklyn Dodgers and the New k Giants to move to the coast and their home games on pay-TV. h examples, he said, could be ltipled to cover all the key at- ctions of television today.

Sees Medium 'Gorging Itself'

'If the public is not alert to the ger," Sarnoff said, "wired pay- could start developing on a small le in various cities and then mush- m ahead 'as it gorges itself on substance of free television.' Once cities are wired, it would take y existing intercity, circuits to ate a national, centralized system."

Pittsburgh was one of 25 cities ring in the first network radio pro- m October 1926, he recalled, add- that "this network, beginning 31 rs ago, triggered the whole great le of broadcasting development, t radio, then television."

"Today, I want to outline, as dis- sionately as I can, the reasons y we believe that wireless pay-TV uld be detrimental to the public erest, and then explore the prob- e consequences of wired pay-TV t becomes a reality," he continued. doing so, I will ask, and then empt to answer, two questions on ich all of the basic issues pivot.

Poses Two Questions

"First, will pay-TV offer the pub- programs which it wants, but ich are not available on free tele- ion. In other words, will it provide listinctive new service?

'Second, if pay-TV develops, can e television co-exist with it and serve the values of the present tem?"

In answering the first question he d the types of programs to be ected on pay-TV must be, with few exceptions, precisely the same types of programs now offered.

"This means offering the most popular shows and stars, the very shows and stars which free television has developed and continues to develop.

"With the exception of first-run movies, there is precious little we don't get now. Boxoffice revenue would enable pay-TV to outbid free televisions for programs, even if the pay audience were much smaller. Once this process is started the viewers will become the victims."

PECIAL TRAILERS
GOOD and FAST
and packed with SELL-MANSHIP is what you always get from reliable
FILMACK
HICAGO 327 S. Vabash
NEW YORK 630 Ninth Avenue

CBS Buy of KWK-TV Is Approved by FCC

From THE DAILY Bureau

WASHINGTON, Oct. 23. — The Federal Communications Commission today gave the Columbia Broadcasting System permission to acquire station KWK-TV in St. Louis. CBS has a construction permit for Channel 11 in St. Louis and will have to dispose of this before it can buy the channel from station KWK-TV. CBS wants to make the switch so it can get a St. Louis station immediately instead of having to build one.

CBS will pay close to four million dollars for the station and the building in which it is located. With the St. Louis outlet it will have four VHF television stations and two UHF stations.

Texas Broadcasters Elect New Officers

Special to THE DAILY

DALLAS, Oct. 23. — N. E. Dambom, of station KTBB in Tyler, was elected president of the Texas Association of Broadcasters at the Monday session of the convention at the Baker Hotel here. The convention convened Sunday and closed with a banquet and presentation of officers Monday night. Actor Ronald Reagan was the principal speaker.

Other officers are as follows: Al Johnson, vice-president, KENS, San Antonio; Joe Leonard, secretary-treasurer, KGAF, Gainesville, and board of directors immediate past, president, Dave Morris, KNUZ, Houston, George Tarter, KCBD, Lubbock, Charles B. Jordan, KFJZ, Ft. Worth, and James Hairgrove, KFRD, Rosenberg.

First Transatlantic TV Show Seen in London

From THE DAILY Bureau

LONDON, Oct. 23.—The first transatlantic transmission of television by cable was seen here this week by British Broadcasting Corp. viewers. It was a 15-second film clip of the arrival of Queen Elizabeth in New York.

The film was part of a 40-second strip made by United Press Movietone and transmitted by United Press Newspictures.

N. J. Theatre Operator Files Anti-Trust Suit

Tenafly Playhouse, Inc., operators of the North Bergen Theatre in Tenafly, N. J., yesterday filed an anti-trust suit for treble damages charging "monopoly" and "discrimination" against the theatre by a large number of industry companies. Named as defendants in the suit were Paramount Pictures, M-G-M, Columbia, Warner Bros., 20th Century-Fox, United Artists, Universal Pictures, Stanley Warner Corporation and subsidiaries of these companies, plus Lopert Films Distributing Corp., Republic Pictures, United Motion Picture Organization, Times Film Corp., Allied Artists, Buena Vista Film Distributing Co., and Skouras Theatres.

The suit asks $1,950,000 damages and charges discrimination in runs and clearances involving the plaintiff's theatre by "favoritism" toward other theatres in the New York and New Jersey area.

Mrs. Margaret Twyman To Be McIntosh Aide

Mrs. Margaret G. Twyman, formerly administrator of the Association of the Junior Leagues of America, has joined the Motion Picture Association of America in the new post of assistant director of educational and community services. She will work under the direction of J. Stanley McIntosh, director of educational and community services.

Johnston Hails

(*Continued from page* 1)

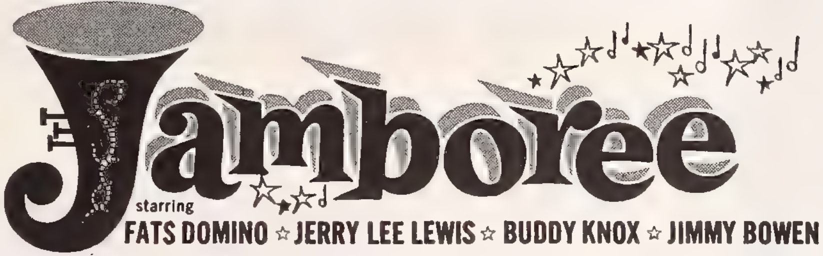
portant motion picture industry in Germany," Johnston said. "Germany has a great tradition of fine picture making. We believe that German motion pictures will find an important place in the American market.

"I am personally convinced that MPAA members will welcome the opportunity to enter into the business of distributing German pictures in the U.S. market. German pictures are free to compete with American pictures and those of the rest of the world before American audiences who cast the final vote."

Says Realism Would Aid U. S. Films in Europe

Helmut Kautner, German director, whose "Captain from Koepenick" opened a German film festival at the Museum of Modern Art last night, believes that European directors working in Hollywood can add touches of realism which will increase the saleability of American pictures in Europe.

Kautner, who has just completed "The Wonderful Years" for Universal, explained at a press reception yesterday afternoon, that a fusion of European "realism" with Hollywood technical prowess would produce pictures far more acceptable to European audiences. He pointed out that the factor is important now with increasing competition in Europe from domestic industries there.



WARNER BROS.' TRADE SHOWS OCT. 30
Jamboree
starring
FATS DOMINO ☆ JERRY LEE LEWIS ☆ BUDDY KNOX ☆ JIMMY BOWEN
CHARLIE GRACIE ☆ THE FOUR COINS ☆ ☆ ☆ ☆ featuring COUNT BASIE & ORCHESTRA
JOE WILLIAMS ☆ JODIE SANDS ☆ CARL PERKINS ☆ SLIM WHITMAN ☆ LEWIS LYMON & THE TEENCHORDS
RON COBY ☆ CONNIE FRANCIS ☆ ANDY MARTIN ☆ ROCCO & HIS SAINTS ☆ FRANKIE AVALON
Screen Play by LEONARD KANTOR · Directed by ROY LOCKWOOD · Produced by MAX J. ROSENBERG & MILTON SUBOTSKY

ALBANY
20th Century-Fox Screening Room
1052 B'way • 2:00 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.
BOSTON
20th Century-Fox Screening Room
115 B'way • 2:15 P.M.
BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.
CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.
DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.
DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.
INDIANAPOLIS
Universal Sc. Rm.
517 No. Illinois St. • 2:30 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.
LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.
MINNEAPOLIS
Warner Sc. Rm.
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.
NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.
NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.
OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee Ave. • 10:00 A.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.
PHILADELPHIA
Warner Sc. Rm.
230 No. 13th St. • 2:00 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.
PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.
SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.
SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Egyptian Theatre
2:00 P.M.
ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.
WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.
WB

United Artists welcomes

THE MIRISCH COMPANY

With the launching of their new production company, Harold, Walter and Marvin Mirisch bring added stature to the entire motion picture industry.

Commitments have already been made with the distinguished Oscar-winning producer-director, Billy Wilder, and seven top stars...Gary Cooper, Tony Curtis, Doris Day, Audrey Hepburn, Joel McCrea, Audie Murphy and Lana Turner—each in a top boxoffice property. A multi-million dollar film program is in preparation...and a minimum of twelve top features has been set for UA distribution.

THE MIRISCH COMPANY HAS ALREADY STARTED PRODUCTION ON THE FIRST OF ITS PROJECTS

All
the News
That
Is News

MOTION PICTURE
DAILY

Concise
and
to the
Point

. 82, NO. 82 NEW YORK, U.S.A., FRIDAY, OCTOBER 25, 1957 TEN CENTS

neral Today

. J. Feldman
; Dead of
eart Attack

iv. Vice-President Would
ve Been 58 Years Today

harles J. Feldman, vice-president
general sales manager of Univer-
Pictures, died suddenly Wednes-
night from
eart attack
his home.
would have
58 years
today.
uneral serv-
will be
today at 4
. in River-
Memorial
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et and Am-
lam Ave-
Burial will
in Forest
n Cemetery, Los Angeles.
eldman was born in Providence
ber 25, 1899. Virtually his entire
er was spent in the motion pic-
business. He started as a sales-

Charles Feldman

(*Continued on page* 4)

lustry Executives
ourn Charles Feldman

any expressions of sorrow at the
h of Charles Feldman were made
erday by prominent industry ex-
ives. Some of them follow:

J. Blumberg, Universal Pictures
rman of the board: "The untimely
ing of Charles Feldman is a blow
e entire industry, for he was long
of its most respected leaders, al-
s in the forefront in every issue
h touched upon its development

(*Continued on page* 4)

elevision Today Page 7

Get More out of Life . . . Go Out to a Movie

"Get More Out of Life . . . Go Out To A Movie" has been adopted as a slogan for the industry's long range promotion campaign. When the proposed institutional advertising campaign is approved, it, too, will use the slogan for its theme.

Announcement of the choice of the slogan was made by Paul Lazarus, Jr., chairman of the advertising and publicity directors' committee of the Motion Picture Association.

Lazarus said it had been decided to avoid the superlatives traditional with this business.

"If all branches of the industry

(*Continued on page* 5)

Charles J. Feldman
1899 1957

THE untimely death of Universal's Charles J. Feldman casts a pall over all branches of the industry, in which his friends are legion. He had added to their number every day since he first became associated with it 30 years ago as a United Artists salesman in Omaha. Had he lived, he would have been 58 today. Dedicating his exceptional capabilities, his warm friendliness, instinctive sympathy, understanding and patience to his work and to all with whom he came in contact in the business which he had chosen, Charlie's rise was uninterrupted after joining Universal. He rose through the ranks to become sales head of his company by 1951. He will be remembered and mourned for long by all who knew him. With them, Motion Picture Daily joins in an expression of sincere sympathy to the bereaved family and to the company he served so long and well.

—S. K.

Allied Board Meeting Underway Tomorrow

Special to THE DAILY

KIAMESHA LAKE, N. Y., Oct. 24 —Members of Allied States Association's board of directors will begin arriving here tomorrow for their fall meeting, preceding by a few days Allied's annual convention which gets

(*Continued on page* 6)

Cole Dissolves Texas Unit of Allied States

Special to THE DAILY

DALLAS, Oct. 24.—Colonel H. A. Cole, leader of Texas Allied Theatre Owners and one of the founders of national Allied, has notified the membership of the Texas unit that he is

(*Continued on page* 6)

Call for Orderly Releasing Meet Wins Strong Approval

Leonard H. Goldenson's suggestion that an industry conference of distributors and exhibitors be called for discussion of the problem of spreading releases so that big pictures will not be bunched around holidays meets with the hearty approval of Ernest G. Stellings, president of Theatre Owners of America.

"It would focus attention on the matter and might bring more results than have been obtained thus far from conferences with individual distributors," he said.

Stellings has been preaching "orderly releases," as Goldenson describes them, for over a year.

"One distributor wrote me only yesterday," Stellings said, "that timing the releases for the best interests of exhibitors would also benefit distributors. What's good for exhibitors

(*Continued on page* 5)

Sidney Deneau

Defends Para. Purchase of Chicago House

Says Allied of Illinois Criticism 'Unjustified'

Paramount Pictures' acquisition of the Esquire Theatre in Chicago "should be welcomed and not criticized" by Allied Theatres of Illinois, Sidney Deneau, Paramount Western sales manager, has told Jack Kirsch, head of the exhibitor organization. Chicago subsequent runs will benefit because of the acquisition, Deneau asserted.

In a letter sent yesterday to Kirsch attacking statements in the trade press quoting the Allied leader, Deneau took exception to the Illinois Allied board's charge that the acquisition was "morally at variance" with the government's divorcement decree which intended to dispose of a monopoly in the production and distribution of motion pictures.

The Paramount executive told

(*Continued on page* 5)

Nizer Is Honored By Yeshiva Univ.

By WARREN HARRIS

The presentation of a special Yeshiva University Award to Louis Nizer, partner in the industry law firm of Phillips, Nizer, Benjamin, and Krim, for "outstanding achievements as attorney, humanitarian and man of letters, and for advancing the spiritual and cultural heritage of Judaism and America," was the highlight of the testimonial dinner held in Nizer's honor here last night in the grand

Louis Nizer

(*Continued on page* 2)

PERSONAL MENTION

SEYMOUR MAYER, Loew's International sales executive, will leave New York by plane tomorrow for Central and South America.

•

James E. Perkins, executive vice-president of Paramount International, is in Rome, Italy, from New York.

•

Irving Mack, of Filmack, Chicago, has arrived in New York for business conferences before leaving for Lake Kiamesha over the weekend to attend the Allied States convention there.

•

Eric Johnston, president of Motion Picture Association of America, will leave New York on Monday for London.

•

Dan S. Terrell, M-G-M publicity manager, will leave here on Monday for Washington.

•

Dr. Leon J. Warshaw, Paramount Pictures medical director, left New York last night for Chicago.

•

Samuel J. Friedman, Columbia Pictures press director for special engagements, will leave here today for Los Angeles.

•

Richard Marc Young, son of United Artists exploitation representative **Bernard Young**, tomorrow will celebrate his Bar Mitzvah at the Tremont Temple, Bronx. A reception will follow at the Hotel St. Moritz.

•

Alexander Paal, producer-director, left here yesterday via B.O.A.C. for London, en route to Vienna.

•

Bob Rich, general sales manager of A.A.P., Inc., and **Mrs. Rich** will arrive here today aboard the "Kungsholm" following a cruise to the West Indies.

•

Harry Blumenthal of Ad-Art, Chicago, has been hospitalized there following a heart attack.

Golding to New York

HOLLYWOOD, Oct. 24. – David Golding will leave here for New York tomorrow for meetings with Paramount executives on releasing plans for Don Hartman's "Desire Under the Elms."

Albany Court Won't Reargue 'Eden' Case

Special to THE DAILY

ALBANY, N. Y., Oct. 24 – The Court of Appeals this afternoon denied a motion by Dr. Charles A. Brind, Jr., Regents' counsel, for rearguing the case of "The Garden of Eden." That tribunal, by a 4-3 decision on July 3, held the board erred in refusing to license the Florida nudist-colony film as "indecent."

Costs and printing disbursements were levied against appellants.

The motion to reargue had stayed the issuance of a license. Presumably, Sol A. Rosenblatt, attorney for Excelsior Pictures Corp., will reapply for it when the court order is received.

What further action, if any, the Regents and the State Education Department planned in the case could not be learned here. The board is holding its monthly meeting today and Friday in Ithaca, with Dr. Brind attending.

Dr. Hugh M. Flick, former director of the department's motion picture division and present executive assistant to the Education Commissioner—Dr. James E. Allen, Jr.—commenting on the court's decision, said, "In my opinion, it would emphasize the need for a thorough, far-reaching study of the impact of mass media," and added:

"If the present statute is not sufficiently clear or definite to allow the legitimate exercise of restraint of material that would have a harmful effect on society, then the possibility of an amendment to the statute should be explored."

The Court of Appeals' majority referred to a series of U. S. Supreme Court rulings—starting with "The Miracle"—that the four judges said confined prior restraint to "obscenity as it is narrowly defined in modern judicial decisions."

'Pal Joey' World Bow At Capitol Tonight

Columbia's "Pal Joey" will have its world premiere at the capitol Theatre here tonight as a benefit for the Lila Motley Foundation. Proceeds will go to the building fund for a radiation pavilion at New York University-Bellevue Medical Center.

Attending the premiere will be leading civic figures in New York and stars and personalities from all fields of show business. Gov. Averell Harriman, United States Senator Jacob Javits, Mayor Wagner, District Attorney Frank Hogan and Carmine De-Sapio are among the political figures to be on hand.

There will be television and radio coverage of the event.

Yeshiva Univ. Honors Nizer

(*Continued from page* 1)

ballroom of the Hotel Sheraton-Astor. The dinner marked the establishment of a memorial and scholarship fund at Yeshiva University in the name of Nizer's father, the late Joseph Nizer.

Mayor Wagner a Speaker

Robert S. Benjamin, chairman of the board of United Artists; Mayor Robert Wagner, Charles H. Silver, president of the Board of Education of the city of New York, co-chairman, together with Barney Balaban, president of Paramount Pictures, who was ill and unable to attend; Sen. Jacob Javits, and toastmaster Harry Hershfield were among the score of speakers paying tribute to Nizer for his contributions not only to the entertainment industry but also to educational and religious movements as well.

The Yeshiva award, in the form of a bronze plaque, was presented to Nizer by Max J. Etra, chairman of the university's board of trustees.

Lampooning Sketches Included

Satirical sketches dealing with Nizer's career, and songs written by Nizer, and sung by Connie Boswell and Gloria Ware, formed the entertainment feature of the evening, the entire program being produced by Leon Leonidoff.

Highlight of the sketches was reference to a phone call from Joseph R. Vogel, president of Loew's, Inc. A line from the sketch stated: "He said when he got to the office this morning he was greeted with submachine guns and padlocked doors."

Restrict 'Arms' Bookings To West Coast This Year

Bookings of David O. Selznick's "A Farewell to Arms" will be restricted to the west coast during 1957, Alex Harrison, general sales manager of 20th Century-Fox, announced yesterday. Following the picture's world premiere at Grauman's Chinese Theatre in Hollywood Dec. 18, it will open the following day at eight first-run theatres in Los Angeles in simultaneous roadshow engagements. Thereafter it will open in 15 other theatres in southern California on Dec. 31.

No Other Film on Program

The picture will be shown four or five times daily, at announced starting times staggered to accommodate the convenience of all potential patrons, Harrison said. There will be short intervals between performances, and no short subjects or other films will be on the program.

Report Arbitration For WB Dismissals

Screen Publicists Guild officia said last night following a meetin with Warner Bros. executives tha the company had indicated that would agree to submit the dismiss of publicists, originally scheduled fo tomorrow, to arbitration under th contract with Guild.

A further meeting is set for ne Tuesday, the day after the require ten-day period of notification for ar bitration. If the matter is to be ar bitrated the eight publicists wh have been dismissed would be re tained at least until the arbitratio decision. A spokesman for Warne refused to confirm or deny th agreement but said that negotiation were continuing.

Para. Publicists Have IATSE 'A' Charter

The 25-member publicists unit Paramount Pictures' home office vo ed unanimously Wednesday night discontinue the unit's association wit IATSE Home Office Employees Lo cal No. H-63, and to accept IATS international president Richar F. Walsh's offer of autonomy under a "A" charter.

The Paramount home office uni which will be known as the IATS Publicists Association, will adopt constitution patterned on that of th Hollywood IATSE publicists loca The Hollywood group, which em braces all companies, is known as th Hollywood Publicists Associatio IATSE. The two will be regarded b the IATSE as sister unions.

Albany Variety Starts Social Season Today

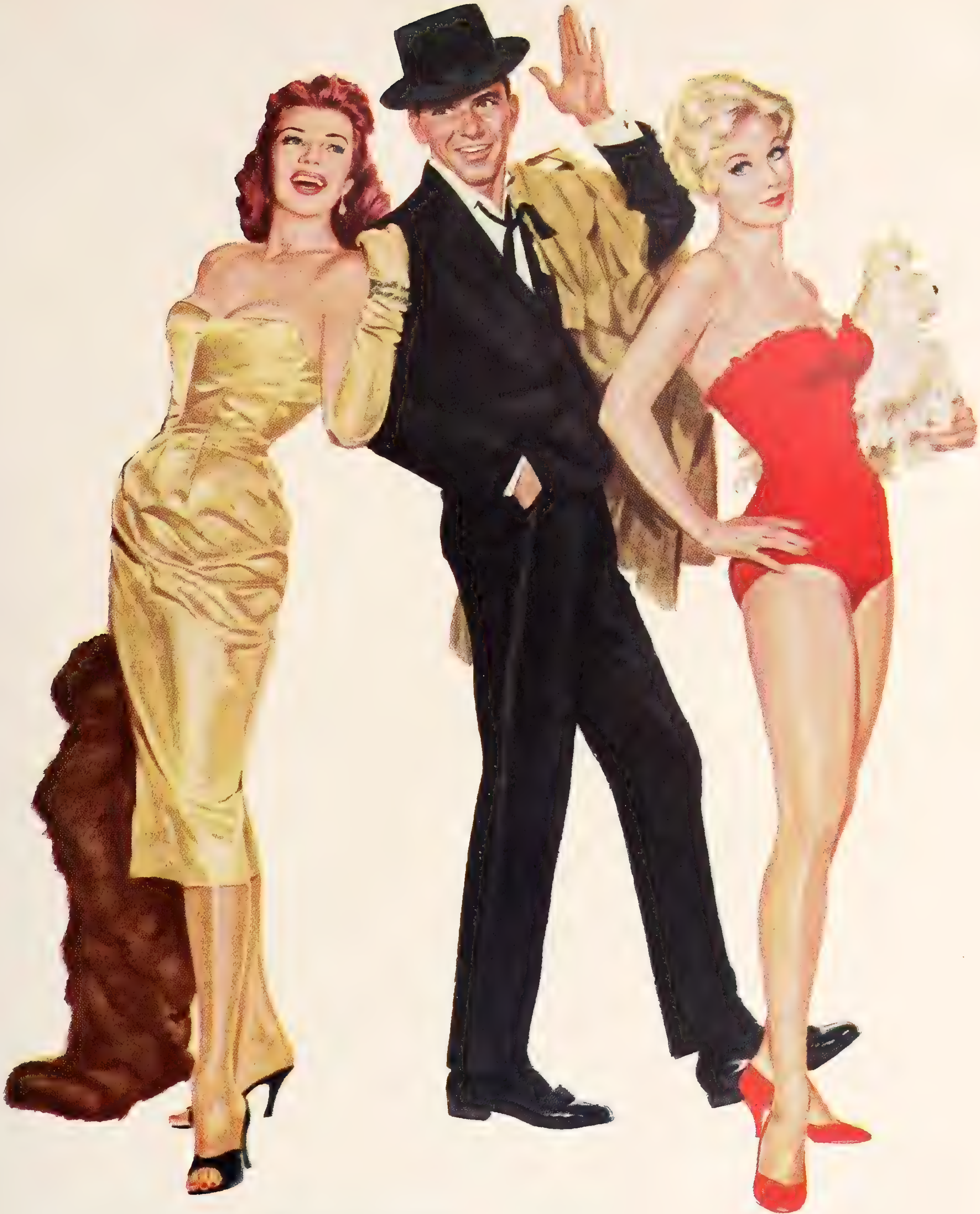
Special to THE DAILY

ALBANY, Oct. 23. – The pr miere showing of a feature film wi top a reception and smorgasbord the Variety Club's Sheraton-Te Eyck Hotel rooms Friday night. Th first social event of the fall seaso it will start with a reception ar cocktail party, to be followed by th dinner. Members and guests are in vited.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"LES GIRLS" starring
GENE KELLY • MITZI GAYNOR
KAY KENDALL • TAINA ELG
An M-G-M Picture in CINEMASCOPE and METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stor Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.



TODAY FROM
YOUR

Pal
Columbia!

In Tribute...

(*Continued from page* 1)

and growth over the years. He will be sorely missed by all who knew him, and by those he indirectly served in the course of his service."

Milton R. Rackmil, Universal president: "His passing is a great personal loss to me and will be mourned by literally thousands of his friends in the motion picture world. His name and his works were a credit to the industry in which he toiled for so many years."

Alfred E. Daff, Universal executive vice-president: "He wrote in the way he led his life the eulogy that now could be written about him. He put his stamp upon all that he achieved and his mark was that of the unselfish leader who never sought glory for himself, whose greatest delight was in sharing with his friends and associates each of the achievements that will win him eternal recognition where motion pictures are known."

Edward Muhl, Universal vice-president in charge of production: "He was a showman and a gentleman and always a credit to the industry to which he devoted all of his working years. His passing is not only a personal one but an industry-wide loss."

David A. Lipton, Universal vice-president: "It is a deep personal loss to me, and we have lost one of the really top men of our industry. Few men knew motion pictures better than Charles Feldman, and he spent his life making friends for our industry as well as for Universal. His advice and leadership in the distribution of our product will be sorely missed. Both Universal and Hollywood have lost a great man."

Eric Johnston, Motion Picture Association of America president; "Never was there a time when the industry more needed men of skill, wisdom and foresight to carry it forward. Charlie Feldman filled this description pre-eminently. We shall always miss him as a companion and as a friend and the business will miss him as an industry statesman."

Spyros P. Skouras, 20th Century-Fox president: "I am deeply saddened by the passing of Charlie Feldman. He was not only a good friend to me but to every one in the industry which he loved and served so well. He was a fine and truly wonderful person, and a great industry leader."

Alex Harrison, 20th Century-Fox general sales manager: "With the passing of Charles Feldman the industry loses a man of vision and leadership. His dedication to motion pictures and his personal integrity will long be remembered. The industry has lost a great leader, and I have lost a personal friend."

Louis Phillips, Paramount Pictures vice-president and general counsel: "I was shocked beyond words by the tragic news of the untimely death of Charles Feldman. He was one of the great sales heads of our industry of all time and an articulate spokesman for what was just and right in our industry. His sincerity and integrity were never questioned. I am deeply grieved at the loss of a dear friend. The industry is poorer by his death."

Hugh Owen, vice-president of Paramount Film Distributing Corporation: "He was the personification of good will, friendship and integrity to all who knew him. We shall sincerely miss him."

Richard W. Altschuler, Republic Pictures director of world wide sales: "I was shocked to hear of the death of Charles Feldman, whose personal friendship I valued very highly. His presence and personality in the industry were always an inspiration."

Morey R. Goldstein, Allied Artists vice-president and general sales manager: "The sudden passing away of Charles Feldman leaves me shocked and grieved. His loss will be keenly felt by everyone, for he was an important industry leader with an understanding heart."

Sol Schwartz, RKO Theatres president: "In the passing of Charles Feldman, our industry has lost a brilliant executive. I shall miss his helpful cooperation and warm friendship."

A. Montague, Columbia Pictures vice-president in charge of distribution: "To say that Charles Feldman's death comes as a shock would be an understatement. He was one of my closest and most intimate friends. He will be remembered not only for his contributions to our industry but for his humanitarian efforts, as exemplified in his work for the Will Rogers Hospital."

Rube Jackter, Columbia general sales manager: "Charles Feldman's death is a severe loss to the industry. He not only was a good friend but a tireless and courageous worker. He will be missed by everyone who knew him."

Leopold Friedman, Loew's Theatres president: "Word of Charlie Feldman's sudden passing came to me as a terrible shock. In our relations during the years he demonstrated a keen understanding of the problems of both distribution and exhibition. He was a gentleman of the highest integrity and a credit to our industry."

Eugene Picker, Loew's Theatres vice-president: "To me, Charlie Feldman was the personification of kindness and understanding. In plain words, he was a sweet guy and our industry can ill-afford to lose a man of his ability and personality. It was a privilege to have known and dealt with him."

S. H. Fabian, Stanley Warner president: "Charlie Feldman was a man of genuine distinction in our industry. He had vision, integrity and a gift of loyal friendship. He will be mourned not only by his devoted associates in Universal, but throughout the whole industry."

Kenneth N. Hargreaves, Rank Film Distributors of America president: "I was shocked to hear of the sudden death of Charles Feldman. The motion picture industry has lost an outstanding personality, one who did much in the pioneering of British films in the United States market."

Irving Sochin, Rank general sales manager: "The sudden passing of Charlie Feldman is a great loss to the industry, for this was a man who had the industry at heart at all times. He had the courage of his convictions in allowing the only true autonomy to the men who worked under him."

Roy Haines, Warner Bros. general sales manager: "The industry has lost a leading executive who served it for many years with devotion and loyalty. I, personally, feel the loss of a wonderful person."

Samuel Rinzler, Randforce Theatres president: "From many years of personal friendship, I know that Charles J. Feldman was kind and generous, able and courageous. Above all, he was a simple man who loved the industry and exemplified its highest ideals. In these troubled times, we can ill afford to lose such leadership."

Ernest G. Stellings, Theatre Owners of America president: "Charles Feldman was a gentleman. He was a capable, conscientious servant for whomever he worked. His contributions to the industry were legend. Exhibition, especially, has lost a true and great friend."

William J. Heineman, United Artists vice-president in charge of distribution: "Charlie Feldman was a valued friend and respected business associate for many years. His passing is both a deep personal loss and a loss to the industry that he served so long and so well."

Charles M. Reagan, Loew's, Inc., vice-president and general sales manager: "He was an industrious, forward-looking business executive of great integrity, representative at all times of the best facets of his trade. I share with his family, his friends, his associates at Universal and other members of the industry, a sense of grievous loss in his passing."

Ralph Hetzel, MPA vice-president: "Charlie Feldman will always be warmly remembered by those who were privileged to work with him. His able counsel and untiring support in the work of the national distributors commitee were invaluable."

Charles J. Feldman Dies

(*Continued from page* 1)

man for United Artists in Omaha in 1927 and the following year he joined Universal as branch manager at Sioux Falls.

Later Feldman became branch manager at Denver, San Francisco, Salt Lake City and Los Angeles. In 1943 he was advanced to western district sales manager and three years later became western division manager. In 1950 he was named as eastern division sales manager and the following year was appointed general sales manager, succeeding W. A. Scully, who retired. He became a vice-president of the company in 1953.

At the time of his death Feldman was a vice-president, member of the board and chairman of the motion picture distributors' committee of the Will Rogers Memorial Hospital at Saranac Lake. He also was past chairman of the distributors' committee of the Motion Picture Association of America and was a member of Motion Picture Pioneers.

Mrs. Feldman, a brother, Philip of Omaha, and two sisters, Jannie of Omaha and Claire of Los Angeles, survive.

Universal's home office in New York, its New York exchange, United World Films and the Universal-International Newsreel will close at 1 o'clock today.

PEOPLE

Dr. Elmer W. Engstrom, senior executive vice-president of Radio Corp. of America, has been named recipient of the Industrial Research Institute Medal for 1958. Presentation will take place in May at the annual meeting of the Institute in Colorado Springs. The medal is awarded annually to honor "outstanding accomplishment in leadership or in management of industrial research which contributes broadly to the development of industry or the private welfare."

☐

Helmut Kautner, German director of Universal-International's "The Wonderful Years," will be interviewed at the Essex House here today by American correspondents of the foreign press.

☐

Bosley Crowther, film critic of "The New York Times," will be heard over WNEW, New York, on Sunday. His discussion of the film industry will feature the radio station's "Counterpoint" program.

☐

Mike Simon, a veteran of 27 years in the industry and former branch manager for Paramount in Cleveland, Buffalo and Detroit, has joined NTA Pictures as special sales representative.

Jack Williams, 63

SAVANNAH, Oct. 23. – Jack Williams, 63, projectionist, who had been a member of Local 320 for the past 35 years, died at his home here following a heart attack.

Backs Para.

(*Continued from page 1*)

sch that there are no restrictions Paramount in this regard and t published remarks by the latter arding the acquisition were "unrranted and unjustified."

"I can only say to you that you ıld not be more wrong," Deneau ote with reference to the quotan in the press attributed to Kirsch, mely, that "it is the feeling that the p will have the effect of further tricting the showing of motion tures in the Chicago area."

Quotes George Weltner

The acquisition can have no such ect, Deneau said. "On the contrary, quote from Mr. Weltner's (George eltner, Paramount worldwide sales ad) statement to the trade press, ıich gives the reasons for the acisition as follows: 'Weltner furer stated that the problems which ramount has had in the past in ıicago in marketing its pictures d in properly booking them, so as be able to take advantage of their nely promotional and advertising mpaigns, hopefully will be elimited by the acquisition of this addinal outlet in which to show Paraount Pictures.'

Continued Deneau: "However, ere are marketing difficulties and ɔoking problems which caused us purchase the Esquire Theatre. I n certain that the acquisition will cilitate the showing of our pictures in Chicago and thus improve is condition. Also, it will make it ɔssible to have our pictures shown ore expeditiously and with better ıd more timely exploitation than as possible heretofore. This, obously, will benefit subsequent run eatres in Chicago."

Says Move Should Be Welcomed

"If," Deneau's letter concluded, our concern is, as I am sure it ıust be, the interests of the independent exhibitor, then instead of criticizing our acquisition, you ought to e in the forefront of those who elcomed it."

Flu Outbreak Shutters Theatre in Johnstown

Special to THE DAILY

ALBANY, Oct. 24.—Following the osing of public schools for a week the city of Johnstown, due to an utbreak of influenza, Smalley's Theae closed its doors Monday and will ontinue shut through Saturday afteroon. The theatre advertised that it as taking such action "in cooperaion with the schools of the city and or the protection of our patrons." Repening is scheduled Saturday night, vith "The Pajama Game."

The theatre closing was the first reorted here, although business had een affected by the flu-shuttering of chools in a number of communities. ohnstown adjoins Gloversville, where he schools have also been closed for week.

Support for Releasing-Meet

(*Continued from page 1*)

is good for distributors and the industry."

Goldenson's proposal for a national meeting was made at a luncheon for the trade press at the headquarters of American Broadcasting-Paramount Theatres, of which he is president. At the same time it was announced that Edwin L. Hyman, vice-president in charge of theatre operations, would start on a tour which may take three weeks in order to sell the idea to both exhibitors and distributors.

Stellings pointed out in commenting on this that 15 years ago it was practically impossible to get good product during the summer. When the releasing of important pictures was tried the trend was reversed, he said, but in recent years it has gone back.

Sees Millions Lost

"Last spring—March, April and May—we had bad pictures," he said. "The result was that the public stayed away and continued to stay away during June, July and August. The returning movie habit had been broken. The net result was that, in my opinion, this cost the industry millions of dollars. I recently referred to it as a 'summer fiasco.'

"I think 36 top pictures should be released every year. At the rate of three a month business for the big ones could be held steady and the lesser product would benefit. The public interest would be sustained."

At the Motion Picture Association's Washington office it was stated that Eric Johnston would make no comment on the trade practices of individual company members, as these policy statements should come from the individual companies.

Paul Lazarus Jr., chairman of the publicity and advertising directors business-building committee, said the proposal would be studied because Goldenson's statement tied the releasing problem to the business-building program.

Roger H. Lewis, who was chairman of the advertising and publicity directors committee during the early discussions of an industry business building campaign, said yesterday that he favored a conference of distributors and exhibitors on the releasing problem.

Speaking as the director of publicity, advertising and exploitation for United Artists, he said that his company has already gone to work on the spacing of releases and will soon have an announcement to this effect.

"We are preparing an announcement of what we propose to do on the spacing of releases," he said. "We were at work on this before Goldenson's proposal for an industry conference.

"Experience has proved that many of these problems can be straightened out by face-to-face gatherings. As for releasing pictures around the holidays, it is something that requires study of individual pictures. Some are more suited to that kind of releasing time than others."

Support from ITOA

The Independent Theatre Owners Association voted yesterday to support the plan for an industry conference and passed resolutions to this effect.

Harry Brandt, president, said "the necessity for such a meeting has been more than adequately stated by Messrs. Goldenson and Hyman and it is a problem that is entitled to industry priority. At this moment, production-wise, it looks like we're in for a Christmas feast, but will have to starve in the meantime. If we survive, too rich a holiday diet will certainly cause indigestion and complications. We've got to have orderly distribution throughout the year or stand the risk of making this a seasonal business—and invite disaster."

'Get More Out of Life'

(*Continued from page 1*)

will cooperate, we can make 'Get More Out of Life . . . Go Out to a Movie' an American by-word through repetition on screens, lobbies, in ads, on the air, on marquees, in press books, on posters, and in countless ways that good showmanship will suggest. We may build up a constant reminder to the public that the motion picture theatre is a handy place to get more out of life," Lazarus said.

Six advertising agencies with film accounts cooperated in the choice of the slogan. The slogan campaign is being piloted by Oscar A. Doob, Charles E. McCarthy and Taylor Mills.

This slogan and how it can be used by exhibitors in localizing the industry's business-building campaign were discussed extensively by Curtis Mees in the October 12 issue of "Better Theatres."

John Balaban Estate Inventory Is Approved

Special to THE DAILY

CHICAGO, Oct. 24. — Inventory of the estate of the late John Balaban, estimated at $1,000,000, has been approved by Assistant Probate Court Judge Alva L. Bates. The estate is reported to consist of $77,000 in cash, bonds totaling $300,000, and approximately 30 stock issues. Largest of the stocks is 7,300 shares of American Broadcasting-Paramount Theatres, Inc.

Also approved is an award of $35,000 to his widow, Mrs. Bertha Balaban, pending probating of the will. Bulk of the estate is left in trust with the Northern Trust Co. for the benefit of Mrs. Balaban, his son, William, and his daughter, Mrs. Ida Scully.

Balaban, who was the president of the Balaban & Katz Corp., died April 4 at the age of 62.

National Pre-Selling

PAT BOONE, the star of "April Love," and the father of three, who refuses to drink or smoke or kiss his leading ladies, is profiled by Jon Whitcomb in the November issue of "Cosmopolitan." Whitcomb has also made some fine sketchings of both Boone and Shirley Jones, his co-star. These sketches, along with photos made on the sets of "April Love," help highlight the article.

•

Sandra Dee, the new Universal International discovery, will appear on the color cover of "Parade's" November 3 issue. A personality story of this young star, written by Lloyd Shearer, will appear in the same issue. Photos from her next picture, "Teach Me How to Cry," give the article added interest.

•

Hats off to the creators of the "Les Girls" campaign for M-G-M. The full-color page climaxing a series of four ("Life," October 28) weds beautifully and meaningfully the title, mood and credits—but more importantly, it will excite the box office public.

•

"The Three Faces of Eve," the film based on an authentic case history of the Georgia woman who had three personalities, each fighting for dominance, is reviewed in the October issue of "Coronet." Joanne Woodward, whose latch-key to success was television, plays the role of the woman with the multiple personality. The reviewer's impression, "This talented newcomer gets strong support from Lee V. Cobb as the psychiatrist and David Wayne as her stubbornly uncomprehending husband."

•

"Les Girls," the merry musical with Gene Kelly, Kay Kendall, Mitzi Gaynor and Taina Elg, now playing at Radio City Music Hall, has been selected by "Seventeen," as the picture of the month for November.

•

"Look" sent a reporting team to Chicago to produce a pictorial story on Kim Novak, star of "Pal Joey." The result is a seven-page story of Kim and a front cover which will appear in the November 12 issue. She was photographed with members of her family and at the junior high school she attended while living in Chicago. Two spreads are used for the article.

•

A Hollywood story that will create good will for the picture industry appears in the October issue of "Holiday." A full-page photo of Suzy Parker, who plays opposite Cary Grant in "Kiss Me Kate," and a production still of "Desire Under the Elms," are spotlighted in the article.

WALTER HAAS

Television Today

TV Makes Big Impact in Far East: Reiner

By FLOYD E. STONE

Manny Reiner returned to New York this week after months in the Far East selling films, appraising situations, and making friends, and yesterday at the Madison Avenue home office of Television Programs of America—which the other day appointed him as vice-president for foreign operations—gave to trade writers a country-by-country description, and his generalised estimation.

The latter is, that television is making a very big impact despite the admittedly low set count. It rapidly is gaining acceptance, and advertising, and as things American continue to penetrate markets despite low income, it will accompany them.

Impressed by Japan

Japan, he pointed out, is the biggest market, and the one growing fastest. He rated it fifth in the world. It has 17 stations, and four "satellites"; and five more start in January; and it has 591,116 sets registered, and probably 160,000 unregistered; and the set increase now per month is 60,000. As here, the audience per set is three. As here in earlier days, restaurants and other public places find they must have receivers. A television station development peculiar to the Far East is "live dubbing"; that is, actors off-screen speak in "sync" to American films.

Thailand and the Philippines are friendly to Americans, their culture and their products. In Bangkok, the government owns the one station commercial interests run. The military soon will have another. He feels American advertisers are interested. Bangkok has 10,000 sets. Television economics in Manila are poor. The one station only now is beginning to profit. The public has 8,000 receivers, and these are expensive, about $400. American television films are paid for in pesos which then are frozen.

Big Tax in Korea

Korea, Reiner commented, also is handicapped in television growth by a tremendous tax on receivers. Seoul has one station, and 1,000 receivers. Singapore still is debating whether the government or business should run television, and the result is no station.

Reiner predicts business follows the flag of culture, so to speak; and the Americans have the edge. He commented:

"When you watch a night club show in Tokyo or Bangkok and see the girls doing the cha-cha-cha, it looks like Miami Beach."

Far East's Toll-TV Is In Hong Kong

The Far East has "toll TV" and it's in Hong Kong. And it has a gimmick. The firm that runs things, Rediffusion, Ltd., also supplies the receivers! Its service, 75 per cent in English, the remainder in Chinese, is from 5 to 6, and from 7:30 to 11:15 each night; and it charges per month $9.50. Manny Reiner said yesterday it has distributed 1,300 sets and would break even with 5,000.

Shopping Center Survey Favors Telemeter TV

Special to THE DAILY

LOS ANGELES, Oct. 24.—Burton Kramer, manager of Clairemont Amusements, Inc., has released the results of a pay television survey conducted in Clairemont, a suburb of San Diego, in a shopping center.

It ran from Monday through Saturday and the polling was done by passing out cards with requests that the recipients check whether they were willing to subscribe for flat monthly rates or preferred the Telemeter pay-as-you-see system.

741 Replies

Of 741 cards filled out, 597 were for some form of pay-TV; 106 against it; 38 had no comment. Of the 597 in favor of some form of pay-TV, 399 indicated the choice of method of payment. Of these, 353 were for the Telemeter system as against 46 for monthly billing.

Kramer said the developers of the shopping center wanted a theatre, but early in their study had discarded it for billed pay-TV in favor of pay-as-you-see as the "best means of obtaining the broadest public acceptance."

80% of All Households Have TV, Says Census

From THE DAILY Bureau

WASHINGTON, Oct. 24. — Four out of five, 80 per cent of all households in the United States, have one or more television sets, the census bureau reported today. The figure is based on the April, 1957, census, which shows an increase over the 76 per cent figure obtained in an August, 1956, survey, the Census Bureau said.

Sign for GM Show

Ernest Borgnine, Claudette Colbert and Dan Dailey have been signed to join the all-star cast which is being assembled for the General Motors 50 Anniversary Show, Sunday, November 17, on NBC-TV. The show will be a two-hour variety-type program.

Cole Dissolves Texas Allied

(Continued from page 1)

resigning as president and dissolving the Texas Allied office Oct. 31.

In the letter to his members, Colonel Cole stated: "Almost desperately I have been attempting to get some kind of meeting with the Allied members to come to a conclusion on the Association. Up to the present time I have not been successful in this attempt. I do not believe, in view of the shrinking membership and shrinking treasury, that there can be a continuation of this organization. I am, therefore, giving notice to all members that as of Oct. 31, 1957, I hereby resign as president and member of Allied Theatre Owners of Texas."

Tells of Poor Health

He continued, "This resignation also includes membership in the national organization. I regret very much the necessity of such action but I cannot see any chance for the future. After all I am now over 75 years of age and in very poor health; thus, I cannot pick up the reins and try to carry on.

"It is needless, I imagine, for me to say how much I regret this sudde death of this organization as we hav done a good job—even to the last— am sorry to see it disappear—but do not see any person or persons wh show any anxiety or desire to pick u the threads and carry on."

Formed in 1928

Colonel Cole's first organizatio was known as the Motion Pictur Theatre Owners of Texas, which wa organized at least five years before th national association was formed i 1928.

Col. Cole has been active in an o ficial capacity in the Texas unit Allied since its inception, as well serving as president and board men ber of the national association. La November the Allied convention i Dallas was dedicated to him as a tri tue to his 40 years in the motion pi ture business.

Not the First Dissolution

About a year ago Allied of Easte Pennsylvania and Southern New Je sey, also one of the early units in n tional Allied, was dissolved.

Sees Need for Congress To Probe Toll-TV

Special to THE DAILY

MEMPHIS, Oct. 24.—The decision of the Federal Communications Commission to authorize a test of subscription television demands careful scrutiny from Congress, according to Rep. Oren Harris (D., Ark.), chairman of the House Interstate and Foreign Commerce Committee.

"Responsible committees in the Congress should scrutinize what protection the public interest requires, so that the country will not again be presented with a situation of trying to lock the barn after the horse has been stolen," Harris said.

Barrow Study Recalled

In remarks addressed to a regional conference of the National Association of Radio and Television Broadcasters, Harris declared that his committee would consider whether new legislation is necessary to give the FCC more control over television network broadcasting. A report issued last month by Dean Roscoe Barrow's network study committee recommended that the commission regulate network broadcasting.

Harris also repeated his earlier announcement that his committee would hold hearings on subscription television shortly after Congress reconvenes in January. He noted that the Communications Act of 1934 "is silent on the question of whether a broadcaster may charge a fee to listeners or viewers for programs," and said that Congress should consider the act to see if it was still adequate in the light of new developments.

Allied Meetin

(Continued from page 1)

underway here Monday also at th Concord Hotel.

A review of Allied's "constructiv cooperative" policy, in effect sin its Dallas convention last Novembe is expected to be one of the fi matters taken up at the meetin The review will determine wheth the cooperative policy "should further adhered to or whether Alli should revert to the militant tacti which characterized it during t greater part of its career."

Allied's status with respect to r admission to COMPO membersh will also be placed before the boar which will be asked to advise Allie COMPO negotiating committ "whether to pursue the matter (r admission) any further."

The board is also scheduled hear a report by the committee a pointed to study a public relatio program for Allied by the nation Allied board at its meeting in Pitt burgh last August. On that comm tee are Sidney Stern, Irving Dollin er and Wilbur Snaper, all membe of Allied of New Jersey, and Marsh Fine of Cleveland.

Discussion of the acquisition Paramount Pictures of the Esqui Theatre in Chicago has also be added to the agenda of the meetin

Mrs. Dobbyn Dies

BRIGHTON, Mass., Oct. 24.—M Richard Dobbyn died at her hon here. She was the wife of the treasu er of Maine & New Hampshire The tres. Her husband, five children a several grandchildren survive.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 82, NO. 83 NEW YORK, U.S.A., MONDAY, OCTOBER 28, 1957 TEN CENTS

nvention Opens

llied Faces usy Agenda t Concord

anges in Distribution; ll TV to Be Prime Topics

Special to THE DAILY

IAMESHA LAKE, N. Y., Oct. 27 lied States Association opens its e-day national convention at the cord Hotel tomorrow ared to dis- a series of ial prob- that face members as as exhibi- generally. s M. Gor- president, preside.

Julius Gordon

mong the lems are product tage, the ing pattern of clearances brought t by the increasing use of multi- neighborhood first runs, toll TV, ress toward formulation of an tration system, and the start of industry conciliation program Friday.

f more direct concern to Allied bers alone will be a discussion of policy of cooperation with other bitor groups and distributors

(*Continued on page 6*)

ecial Group to Handle ast 'Arms' Openings

special group of public relations has been engaged by 20th Cen- -Fox to handle the launching of id O. Selznick's "A Farewell to s" in California.

he men will operate under the

(*Continued on page 6*)

Television Today Page 7

Quigley Award Presented Baker

From THE DAILY Bureau

WASHINGTON, Oct. 27. – The 1956 Quigley Grand Award for showmanship was formally presented to Jerome Baker, manager of the RKO Keith's Theatre, here, at a luncheon at the National Press Club on Friday. The presentation was made by Walter Brooks, director of the Managers Round Table of Motion Picture Herald.

Jerome Baker

Among those on hand to honor Baker were his assistant, Tom Carmody; Harry Mandel, national direc-

(*Continued on page 6*)

Sees S. F. Film Festival Big Goodwill Booster

By WARREN HARRIS

The San Francisco International Film Festival, which will be held in that city Dec. 4-17 at the suburban Metro Theatre, will be a goodwill booster for the entire motion picture industry, Irving M. Levin, co-ordinator of the festival, predicted here at the weekend upon his return from a European business trip.

Levin regretted the fact that he

(*Continued on page 3*)

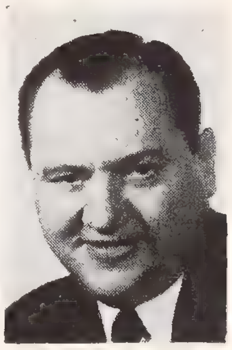
Astor and Victoria on Broadway

U. A. Will Operate Two N.Y.C. Theatres

Deal Goes into Effect Jan. 1; Houses Won't Play Own Films Exclusively

Management of the Astor and Victoria theatres in the heart of Times Square will be taken over by United Artists Corp. beginning next Jan. 1 under a deal completed recently and announced yesterday.

Arthur Krim, U. A. president, said William J. Heineman, vice-president in charge of distribution, will supervise the operations of the two theatres for the company. Max Fellerman, manager of the houses for the current operator, Ilya Lopert, president of Lopert Films, Inc., will remain with the operation as general manager of both theatres.


W. J. Heineman

The houses are owned by City Investing Co., of which Robert W. Dowling is president.

The deal is the second involving theatre operation by a major distributor in a few weeks. Earlier this month, Paramount Pictures announced that it had acquired the Esquire in Chicago. Paramount's was

(*Continued on page 3*)

Schine Registers 'Home-Vue' Company

Special to THE DAILY

ALBANY, Oct. 27.–Schine Home-Vue Theatre Systems, Inc., has registered a certificate to construct and operate hookups by coaxial cable or closed circuit, of home theatre systems for viewing motion pictures and other forms of entertainment. Principal office is in Gloversville, home of the Schine circuit.

The papers authorize the company to carry on activities within the specified field, in 40-odd counties of the state.

These include Fulton (Gloversville), Erie (Buffalo), Onondaga (Syracuse), Essex (Glens Falls), Franklin (Malone), Jefferson (Watertown), Rensselaer (Troy), Schenectady and Albany. The Schine interests

(*Continued on page 6*)

'Fortune' Reports General Tire Would Like To Dispose of RKO Gower Street Studios

"I swore I never would get into making motion pictures and I'm going to raise hell if we try to keep it up," Thomas F. O'Neil, chairman of the board of RKO Radio Pictures, is quoted as saying in a "Fortune Magazine" article on the diversified activities of the General Tire & Rubber Co.

The article, by Spencer Klaw, lists the varied units of General Tire all the way through imitation alligator skins to badminton birds, one-man submarines to rocket engines, plastic swimming pools to cowboy movies and RKO Teleradio Pictures, which operates radio and TV stations.

"On occasion, General sells as well as buys," the article states. "Right now, for instance, it would like to dispose of the RKO Gower Street studios in Hollywood, which the company acquired from Howard Hughes in 1955 as part of a $25-million package including television rights to RKO's film library. General reactivated the Gower Street plant, and made more than a dozen feature films there. But it didn't look like a paying proposition, and the studio is now virtually shut down."

Retain WB Publicists Pending Arbitration

The seven Warner Bros. home office publicists who were to be laid off effective today will be retained by the film company until further notice, pending arbitration of the Screen Publicists Guild's case against the dismissals, the Guild said in a statement issued here at the weekend.

Official notification was given by Larry Leshansky, Warner Bros. supervisor of branch operations, to Ben Berman, business representative for the Guild, an affiliate of District 65,

(*Continued on page 3*)

PERSONAL MENTION

SPYROS SKOURAS, president of 20th Century-Fox, returns here today from a weekend in Hollywood.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, is in Chicago today from New York.

•

Irving Sochin, general sales manager for Rank Film Distributors of America, is in Kiamesha Lake, N. Y., today for the Allied States' convention and will return here tomorrow.

•

David E. Rose, chairman and managing director of Coronado Productions, left New York for London at the weekend via B.O.A.C.

•

Major Daniel M. Angel, of Angel Productions, arrived here at the weekend from London via B.O.A.C.

•

Howard Dietz, Loew's, Inc., vice-president and director of advertising, publicity and exploitation, and **Dan S. Terrell**, manager of publicity, will leave here for Washington, D. C., tonight.

•

Dan Chamberlain of M-G-M's TV division, will leave Wednesday for a week's visit to the company's Culver City Studios.

•

James Frew, district manager for Universal Pictures in Atlanta, has returned there from New York.

•

James Gaylard, exhibitor of Troy, Ala., and **Mrs. Gaylard** have announced the engagement of their daughter, **Harriett**, to **M. A. Davis** of Troy.

RKO, WB in Deal

RKO Radio and Warner Bros. last week completed an agreement on the production by RKO of Norman Mailer's novel "The Naked and the Dead." The picture will be produced by RKO utilizing Warner Bros. studios at Burbank and Warner facilities on location. Warners will distribute the picture in the United States and Canada and RKO will distribute throughout the rest of the world. Paul Gregory will produce the picture.

Romson-Broidy Merge

Guy Madison's Romson Productions has joined William F. Broidy's production unit and formed Romson-Broidy Productions to produce "Bullwhipped," for Allied Artists release.

Boston Studies Buying Of Loew's Theatre

Special to THE DAILY

BOSTON, Oct. 27.—A proposal for the city to take over Loew's State Theatre for opera, ballet and musical shows so the city "may not suffer a loss of cultural prestige" because of the closing of the Boston Opera House has been adopted by the City Council with a proviso that the city taxpayers will not have any additional expense.

Loew's Theatre, Inc., is willing to turn the theatre over to the city pending the completion of the big Prudential cultural center if it can be relieved of the $103,000 annual tax burden, according to Charles E. Kurtzman, northeast division manager for the company. As finally adopted, a resolution of the council provides that the plan shall be debated by the Mayor's 109-member committee on civic progress.

Macy to Gimbel's— Stevens to Freeman

HOLLYWOOD, Oct. 27. — A film industry version of Macy's telling Gimbel's has become topic of conversation here in the motion picture capital. George Stevens, master of Western movie-making by virtue of his sensational "Shane" of a few years ago, has written to Y. Frank Freeman, Paramount studio vice-president, praising "The Tin Star" as "a masterful job" and "a picture the industry can be proud of."

Stevens is currently associated with 20th Century-Fox.

Fox to Release Four In CS for November

20th Century-Fox will release four CinemaScope pictures during November, headed by two holiday presentations for Veteran's Day and Thanksgiving, respectively, "Stopover Tokyo" and "April Love."

The other two on the schedule are Regal Films: "Under Fire" and "Ride a Violent Mile."

Bury Feldman Today At Forest Lawn, L. A.

Charles J. Feldman, vice-president and general sales manager of Universal Pictures, who died suddenly last Wednesday night, will be buried today in Forest Lawn Cemetery in Los Angeles. Funeral services held here Friday afternoon at the Riverside Memorial Chapel were attended by a large number of industry personalities.

Rabbi Louis Newman of Congregation Rodeph Sholem officiated at the services Friday.

CEA Warns Public Prices May Rise

From THE DAILY Bureau

LONDON, Oct. 22 (By Air Mail). With the Statutory Levy coming into force this week the Cinematograph Exhibitors' Association took the opportunity to repeat its warning to the cinemagoing public that prices may have to be increased. The exhibitors' statement, issued to the national Press, read:

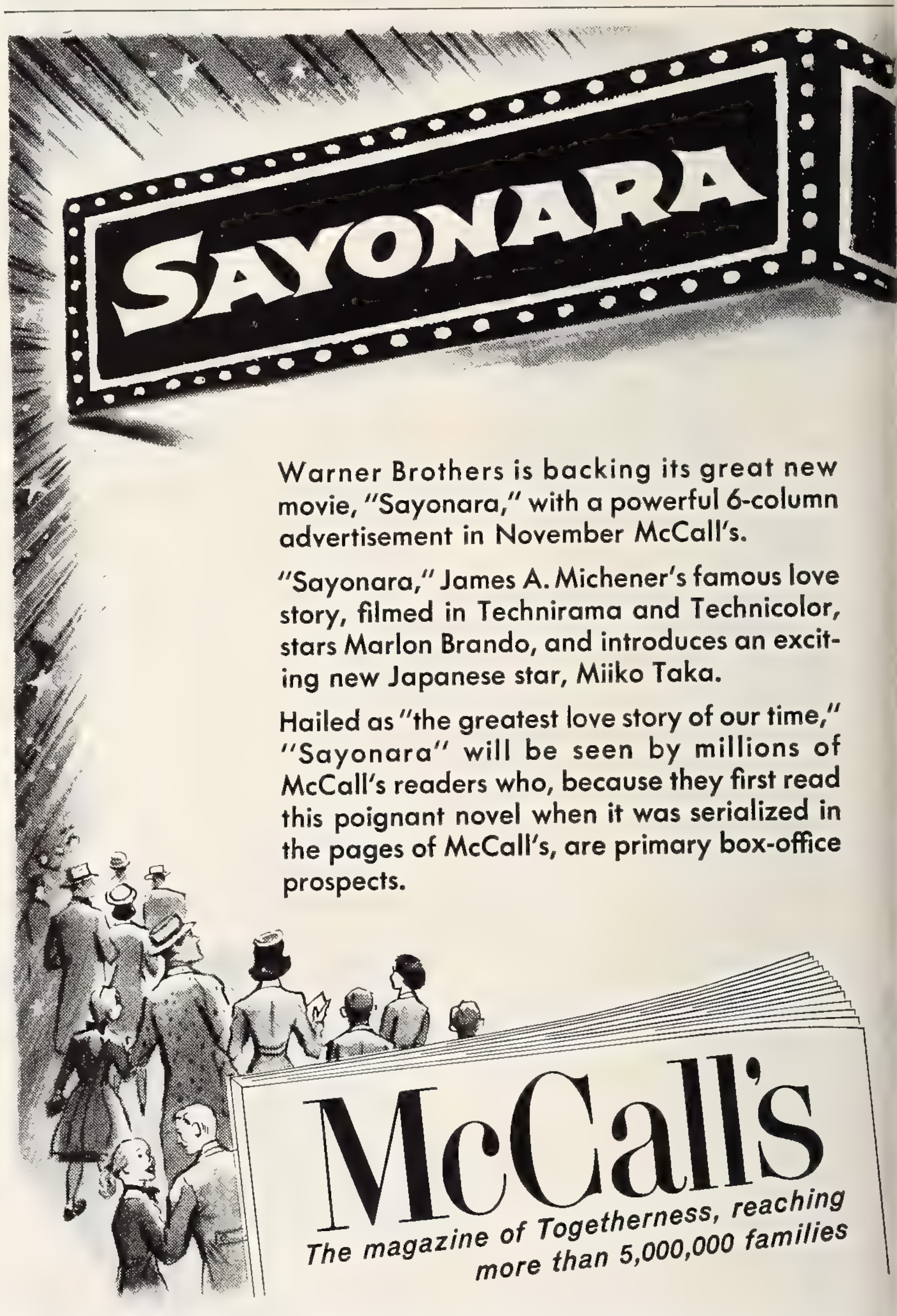
"As from Oct. 20, 1957, the payment of levy by the cinema proprietors under the Cinematograph Films Act, 1957, for the support of British film production commenced. The amounts payable, which are greater than those due under the trade-operated scheme, commence at one-farthing (¼d.) per seat on seats sold at the lower prices and rise in stages up to one-penny and three-farthings (1¾d.) per seat on seats above two shillings and eight pence (2s.8d.).

"These amounts are additional to the present high rate of entertainments tax which, coupled with the recent increase in wages and the e rising running costs together with increased levy, is leaving exhibi with no alternative but to raise pr of admission."

Morros to Be Honor At JDA Award Dinne

Boris Morros, Hollywood film ducer and musical director, whom FBI recently revealed was a coun espionage agent in its employ for past ten years, will be cited for "great personal sacrifice" on Nov. when he will be present at the t annual presentation of the Hu Relations award, to be held at Hotel Sheraton Astor in New Yor

The Human Relations award be made to Harry Brandt by J Defense Appeal of the Ameri Jewish Committee and the A Defamation League of B'nai B' The award to Morros will be sented by "his many friends in motion picture industry." The lu eon is tendered by the Motion ture Division of JDA, of which Ro S. Benjamin, is general chairman.



Warner Brothers is backing its great new movie, "Sayonara," with a powerful 6-column advertisement in November McCall's.

"Sayonara," James A. Michener's famous love story, filmed in Technirama and Technicolor, stars Marlon Brando, and introduces an exciting new Japanese star, Miiko Taka.

Hailed as "the greatest love story of our time," "Sayonara" will be seen by millions of McCall's readers who, because they first read this poignant novel when it was serialized in the pages of McCall's, are primary box-office prospects.

McCall's
The magazine of Togetherness, reaching more than 5,000,000 families

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ot National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Ed Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 S Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; T J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fore Single copies, 10c.

. . NEWS ROUNDUP

ths' Opens in Munich

ɜrman and American officials, ibers of the U. S. military forces international stage and screen ɔles attended last week's opening Munich of Bryna Productions' ıs of Glory," which was filmed ıe German metropolis for United ts release.

■

). Variety Club Celebrates

ıe New Orleans Variety Club ucted open house to celebrate vinning of three major awards ı by Women of the Motion Pic- Industry (WOMPI). The 1957 ons were received for leader- in publicity, service and con- on attendance.

■

nt-Film Stars Gather

ıong the many stars of silent res now in Rochester, N. Y., he Second Festival of Film Ar- are Mary Pickford, Buddy rs, Gloria Swanson, Gary Cooper, ice Chevalier, Janet Gaynor, Crawford, Harold Lloyd, ırd Barthelmess, Lillian Gish and ɔn Novarro.

---

ree Appointments in dak Research Labs

Special to THE DAILY

)CHESTER, N. Y., Oct. 27. — executive appointments in Ko- Research Laboratories have been ınced by Dr. Cyril J. Staud, k vice-president in charge of re- ı.

Julian H. Webb is appointed of the physics division of the ıtories. Dr. George C. Higgins ıes associate head of the physics on.

Gentry Veal is appointed an as- t head of the physics division. L. Tupper continues as an as- on head, with increased responsi- s.

ıh Wide Use of v Industry Slogan

branches of the industry have requested to activate the new More Out of Life . . . Go to a " slogan as soon as possible, a sman for the Motion Picture As- ion announced here at the week-

ıtributors have been urged to use ogan in all press book and pub- material. The MPAA is cur- preparing an extensive cam- kit for use by exhibitors, show- ıem how the slogan may be in- rated in mats, trailers and other tising.

Survey Sparked Interest in Fight Against Idea Films Go to TV Soon

Al Sindlinger of Sindlinger & Co. studied the damage to theatre attendance from the widespread impression that films could be seen on television soon after their release as early as last summer. A survey on the subject was made for a client last August, which showed that, while nationwide interest in Hollywood's movies is at an all-time high, it is "greater for TV showings than for theatre showings." Sindlinger then could see no point in attempting an organized business-building program "without knowing the real problem in detail." The attendance decline could be arrested "only if those within the industry have a thorough knowledge of the problem and face it realistically and take practical action."

This same idea was suggested last week in the report of Edward L. Hyman, vice-president in charge of theatre operations for American Broadcasting-Paramount Theatres, at a conference with the trade press on the need of orderly releasing of films. Sindlinger contended that the facts do not indicate a downward trend; they indicate an increased potential. That is the reason his reports continue optimistic, he stated.

One survey, he reported, showed that 22.5 per cent of the persons questioned as to why they had failed to go to the theatres replied they had decided to wait to see the pictures when they come on TV.

"Most people in this group think that all pictures playing at theatres now will soon come to TV," Sindlinger commented.

Sindlinger went beyond the mere assertion that people were waiting for early releases of theatre pictures to television by asking and attempting to answer the question of "Why?"

"When, if ever, was the public told that a motion picture means local theatre?" he asked.

"When, if ever, has the public been told that all is not serene sweetness and light between the movie theatre and television?"

He suggests that television ads be compared with motion picture ads. He asks, "Doesn't the public read every day more about TV than about movies at theatres?"

He concludes by stating, "that public has been sold on the idea in recent months that toll, or paid TV, is right around the corner. . . . that all movies will come to television . . . if not right now on free TV, pretty soon via toll TV."

See Festival as Goodwill Booster

M. P. DAILY picture

Irving Levin

(*Continued from page* 1)

was unable to obtain the official sanction of either the Motion Picture Association of America or the International Federation of Film Producers Associations for this year's festival. But he is confident of IFFPA support next year after a recent meeting with J. P. Frogerais, president of the association. This year's festival does have the official sanction of the San Francisco Art Commission, a civic organization.

Countries definitely submitting films to be considered for entry in the festival include Great Britain, France, Italy, Denmark, Japan, India, Ghana, the Philippines, Poland, Spain and Sweden. Levin said that American producers were rather cool to the affair, adding "they just don't seem to want it here." Films presented at the festival must be those that have not previously been shown in the northern California area.

British Essoldo Circuit Acquires Eight Theatres

From THE DAILY Bureau

LONDON, Oct. 25 (By Air Mail). —Sol Sheckman's Essoldo Circuit (Control) is to take over the Northern Theatres Company, Halifax, owners of eight cinemas in Yorkshire and Lancashire. This brings the Essoldo chain up to nearly 200 cinemas.

Last month the directors of Northern Theatres unanimously recommended acceptance of an offer of twenty shillings a share from the Essoldo Circuit. Acceptances have been received in respect of more than 90 per cent of the issued capital and the Essoldo Circuit has indicated that this constitutes a sufficient number to make its offer binding. There are some 120,000 shares in Northern Theatres.

Retain WB Publicists

(*Continued from page* 1)

RWDSU, AFL-CIO, the statement said.

The seven publicists who will continue with Warner Bros. beyond the scheduled lay-off are: Sidney Rechetnik, trade press contact; Irving Windisch, New York newspaper contact; Jack Tirman, column contact; Sid White, radio-TV contact; Leo Wilder, magazine contact; Robert Boehnel, special events; and Larry Margolin, photo department.

UA to Have Two Theatres

(*Continued from page* 1)

an outright purchase, whereas U.A.'s is a management deal for a term of years.

United Artists officials said on Friday that the deal does not mean that U. A. pictures will play the two houses exclusively. They said producers releasing through U.A. will continue to have final say as to the theatre they want their pictures played in, and that U. A. itself will continue to offer its pictures to the Capitol and other midtown theatres. Also, pictures other than U.A.'s will be booked into the Astor and Victoria as heretofore, it was said.

Will Facilitate Release

The Astor has a seating capacity of 1,135, the Victoria of 811.

The deal primarily is expected to facilitate release and premiere arrangements for many U. A. pictures, keying their premieres to advertising-publicity and promotional efforts. In addition, it probably will be a consideration which many independent producers will find inviting when shopping for release deals.

U. A., like Paramount, is not restrained by Federal consent decree injunctions from entering the exhibition field. As one of the so-called "Little Three" defendants in the government's anti-trust suit against the industry, U.A. was not a theatre operator and its decree made no mention of any future interest it might have in exhibition.

Borrowed from Circuits

A short while ago U. A. concluded arrangements for a $3,500,000 loan from Loew's Theatres, RKO Theatres and four affiliates of AB-PT. The theatres' loan is earmarked for production of three specific pictures, designed by the lenders to help ease the product shortage.

NAACP President Asks Cooperation of Screen

From THE DAILY Bureau

HOLLYWOOD, Oct. 28. — NAACP President Roy Wilkins met Friday with representatives of the AMPP, National Alliance of Television Film Producers, and all talent guilds, for the purpose of clarifying the NAACP position with regard to the portrayal of Negro characters on theatre and television screens. At a luncheon meeting at the Beverly Hills Hotel, the first such meeting in fifteen years, Wilkins dispelled several prevalent misconceptions about NAACP policy on the subject, and said his organization asks only that each casting that shows a Negro in a menial role be balanced off by another casting showing a Negro in a position of respect and dignity.

AMPP chairman B. B. Kahane pledged the cooperation of motion picture and television films producers with the NAACP.

ALL MINE TO GIVE is *All Yours* for HOLIDAY HEART APPEAL!

Perfect family entertainment
for every audience of
every theatre...everywhere
from *Universal-International!*

AL

WORLD PREMIERE
OSHKOSH, WISCONSIN – NOVEMBER 13
Followed by State-Wide
Wisconsin Saturation!

RKO RADIO

SIX KIDS SET OUT ON
A GREAT ADVENTURE...
that you'll remember the
longest day you live!

...too young to
know about life...
old enough to feel
the need for love,
but no parents or
home to turn to
...now each must
go his way on a street
where strangers live
–to find a bright new
future of his own!

MINE TO GIVE

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STARRING
GLYNIS JOHNS · CAMERON MITCHELL
REX THOMPSON · PATTY McCORMACK
with
ERNEST TRUEX · HOPE EMERSON · ALAN HALE
SYLVIA FIELD · RETA SHAW

ected by ALLEN REISNER • Screenplay by DALE and KATHERINE EUNSON • Produced by SAM WIESENTHAL
AN RKO RADIO PICTURE • A UNIVERSAL-INTERNATIONAL RELEASE

Allied Faces Busy Agenda At Concord

(*Continued from page* 1)

which has been in effect since Gordon became president last February. There has been some recent talk of a return to "militancy." Those favoring this approach to industry problems will be given a chance to express themselves, and the sentiment of regional units will be reported by the board of directors which met over the weekend and was still in session late yesterday.

Some of the militant leaders who in the past wielded a strong influence in the policy-directing board of directors are no longer active. Sidney Samuelson, head of the Eastern Pennsylvania unit, retired some time ago; Benny Berger has resigned as head of the Northwest unit, and Col. H. A. Cole announced last Thursday that he was resigning as head of the Texas unit and was dissolving it because of his health and a lack of interest among the membership.

May Ask TV Ads

Since the call for the convention there has been widespread discussion of the widely-held impression that the industry should do something to combat the television advertising which has caused the "wait-and-see-it-on-television" attitude of the public. Jack Kirsch, president of the Illinois unit, brought this up at that group's last meeting during a discussion of business-building projects. It developed during the following few days that the topic has been discussed widely in other places for months. Kirsch may bring this onto the convention floor at one of the sessions.

The first business session is scheduled to start at 2:30 P.M. tomorrow. Sidney E. Stern, chairman of the convention committee, will welcome the delegates and will introduce Gordon, who will deliver the keynote address. It will include his views on some of the principal problems due for later discussion.

Buying and Booking

The product situation will be one of the first individual problems set for discussion, an address by Irving Dollinger, chairman of the Allied Emergency Defense Committee, on "Buying and Booking In A Starved Market." Dollinger, who is head of one of the large booking units in New Jersey, is thoroughly familiar with the subject.

Ben Marcus, head of the Wisconsin unit, who was one of the first to protest the upsetting of the Milwaukee clearance pattern by multiple neighborhood first runs, has chosen as his subject, "The Fight to Retain Established Availabilities."

Both subjects will be open to general discussion from the floor following the talks.

Tuesday morning will be devoted to the well known Film Clinics at which exhibitors in various classifications get together to discuss their individual problems informally. This was a procedure adopted several years ago and since adopted by other exhibitor groups. It is particularly helpful to those exhibitors who don't like to get up and talk in front of the entire convention membership.

Toll TV Tuesday

The second general convention session will follow lunch on Tuesday, with toll-TV as the lead-off topic. Milton J. Shapp, president of the Jerrold Electronics Co., which provided the equipment and techniques for the now-famous cable-TV experiments at Bartlesville, Okla., will be the first speaker. Herbert Barnett, vice-president of National Theatre Supply, will be in the chair.

The latter part of the Tuesday session will be devoted to a discussion of advertising, exploitation and business building devices and ideas. Oscar Doob, executive coordinator of the advertising and publicity directors' committee of the Motion Picture Association, which has been working on a program for many weeks, will be one of the speakers. Some of the Allied leaders who have been working on a suggested program also will talk.

Film Clinics Set

The third general session Wednesday will be devoted to film clinics reports and discussions. Abram F. Myers, board chairman and general counsel, will talk on the work of Allied's arbitration negotiation committee and the status of Allied's relations with COMPO. This will be followed by a discussion of matters of general interest from the floor and the report of the resolutions committee.

The social side of the convention program is elaborate, especially for the women who will be entertained by an art class, complimentary dance class, card games, indoor ice skating, a midnight swim in the Tropical Pool, golf tournament and two night club parties.

Parties and Receptions

Pepsi Cola will be host at the Tuesday night club party. National Carbon will stage a pre-dinner cocktail party Wednesday, and Coca-Cola will put on a champagne dinner for the closing dinner at which U.S. Senator Wayne Morse of Oregon will be the principal speaker.

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FILMACK
NEW YORK 630 Ninth Avenue

REVIEW:

Stopover Tokyo

20th-Fox—CinemaScope

A GREAT DEAL of fast and furious running about some lovely scenery in Japan comprises much of the footage of this well-paced, but unoriginal spy thriller. It manages to keep the audience in suspense as to exactly what the fuss is all about but the denouement is tepid and its significance obscure.

The good box office cast is headed by Robert Wagner as the rather young American spy, Joan Collins as the love interest and Edmond O'Brien as the villain. Wagner arrives in Tokyo ostensibly on his way to Korea but under some pretext manages to stay in the Japanese city. His real purpose is to contact a Japanese agent and give him some magazines. This he does with a golf course as the innocent background but with O'Brien hovering nearby. A while later the Japanese is shot while talking to Wagner on the phone. The latter is brought into the police investigation but pleads innocent of any knowledge of the dead man's existence.

With the police suspicious, O'Brien (who, one has to assume, is a Russian agent) on his trail and secrecy a necessity, Wagner begins his search for the magazines and finds, instead, the young daughter of the dead Japanese agent. He falls under the spell of her eight-year-old charms and leaves her in the care of Miss Collins, whose spell he had fallen under some time before. It's not long before he learns the nefarious plans of the enemy, discovers the hideout of O'Brien, overcomes him and prevents the assassination of the High Commissioner at a Peace Memorial.

The film, which is superb to look at in CinemaScope and De Luxe color, was photographed entirely in Japan. It was produced by Walter Reisch, directed by Richard L. Breen and written by both from the novel by John P. Marquand. It manages to stir up enough vicarious, if improbable, excitement to please the cloak-and-dagger fans.

Running time, 100 minutes. General classification. Release, in October.

JAY REMER

'Home-Vue'

(*Continued from page* 1)

operate radio station WPTR here.

The incorporation certificate authorizes Schine Home-Vue to engag in the business of constructing an maintaining a closed circuit syste for the purpose of receiving and transmitting by means of a coaxial cabl (wire or otherwise) television broadcasts and other electronic communications of pictures, sound and othe signals to television and other receiving sets of subscribers to its service

Lines, facilities and apparatus ma be constructed and operated upon over and under public roads, streets alleys, highways, lands and waters either independently or by utilizing where feasible, existing pole an wire facilities. Broadcast studios ar among the plants which may b built and operated.

Directors are: William J. Graham Bernard Diamond and Florence D. Torrey, all executives of the Schin organization. Capital stock is 20 shares, no par value.

Quigley Award

(*Continued from page* 1)

tor of advertising and publicity fo RKO Theatres; Tom Baldridge M-G-M's local exploitation manager and the following newspaper writers Richard Coe, "Post"; Jay Carmody "Star"; James O'Neill, "News"; an Frank Boucher, of "TV Guide."

Baker's award was for showmanship for large situations. His winning campaign was selected early las summer in New York by a committee of judges composed of top circuit and home office advertising and publicity executives.

Coast 'Arms' Opening

(*Continued from page* 1)

supervision of Mervin Houser, advertising and publicity director for the Selznick Company. The men are: Milt Howe, Frank Freidrichsen, Mac St. John and Frank Parret. They will handle the Dec. 19 openings at the Downtown, Los Angeles; Academy, Pasadena; Alex, Glendale; Village, Westwood; La Reina, Sherman Oaks; Academy, Glenwood; West Coast, Long Beach, in addition to the premiere at Grauman's Chinese Dec. 18.

Buys Portland House

Martin Foster of San Francisco, operator of the Guild Theatre, Portland, Ore., has acquired the Plaza Theatre in Portland. Nancy D. Welch, manager of the Guild, will be in charge of the new venture. She will be city manager for the circuit which Foster now heads.

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Tel. PL. 7-5800

Television Today

N OUR VIEW

T IS presumably an axiom of the advertising business that if you continue to repeat a thing often iough it will be bound to make an npression on the recipient eventu- ly. It is in that spirit, appropriately iough, that we once again take off ı a flight of critical disputation 'e are working on the theory that if e repeat this thesis often enough, meone, somewhere, will listen, take eed, and maybe do something about

The "it," to be specific, is the ommercial on television. There is ason enough to support the belief, not the reasoned contention, that something drastic, and we mean astic, is not done about the TV ommercial, the time will come, just sure as God made little apples, at the commercial is going to drive e television set right out of the merican home.

There is a two-fold aspect to this ntention. One is the content of the ommercial, "per se," and the other the handling of the commercial ithin the framework of a given ogram. These really are two different phases of the problem, acıally unrelated, since a perfectly ;ood" commercial, and there are any in the sense of inherent qual-, can be offensively bad by its rention on a program. Typical of the cond aspect mentioned was the unrtunate experience of the NBC-TV 'inocchio" show of fond and quite cent memory. It was without quesın, in the mind of this viewer, one the better shows of this or several ars. Its score was withal a happy ıe, its performances of the best and e production as a whole of a very gh level.

How doubly unfortunate, therefore, at the commercial handling was ıd, bad, bad. In the first place, the ıst and the play were dragged into ommercial cueing, which is inexısable, and secondly, cast and play stuming were aped in the commercial presentation, which is in poor ste, to say the least. In a word, the mmercial presentation had the efct of intruding, damaging the play, d had the equally disastrous effect annoying, angering the viewer. ow in the name of good sense can is be justified?

The grey-flannel set on Madison venue apparently calls the turn on e commercial, and too many other pects, of television. Is it impossible at someone in reasonable authority those precincts cannot see what e mishandling, or manhandling of mmercials is doing to television in neral? And what of the network ass, in all networks? Do they not ıve the authority, the perception, the know-how to step into the commercial situation and seek to straighten it out?

We think they do have the authority, the perception and the know-how, but have been too busily engaged elsewhere to probe deeply into the situation. They should, they must, and one day they will. Perhaps we are just tilting at windmills, but we feel it is still worth the try. The men who can do something about it, who can turn the tide, had better go into action, and soon—before it is too late.

—Charles S. Aaronson

RCA Nine Months Net $28,320,000

Sales of products and services of the Radio Corporation of America and subsidiaries in the first nine months in 1957 reached a record $853,667,000, exceeding by five per cent the previous mark established in the first nine months of 1956, David Sarnoff, chairman of the board, and John L. Burns, president, announced at the weekend.

RCA earnings, after Federal income taxes, amounted to $28,320,000 for the first nine months of 1957, as compared with $27,893,000 for the same period last year.

After payment of dividends on the preferred stock, this net profit represents earnings on the common stock of $1.87 per share, compared with $1.82 per share earned in the first nine months of 1956.

NTA Has New Package Of 74 Feature Films

National Telefilm Associates is making available another package of feature films for television showing, Harold Goldman, executive vice-president, announced last week Called the "Champagne Package," it comprises 74 features from 20th Century-Fox, Stanley Kramer and other leading producers.

Included are "The Bells of St. Mary's," "High Noon," "My Friend Flicka" and four Shirley Temple films. The release of this newest package, Goldman said, comes at a time when "the demand for top quality films is more pronounced than ever before."

TV Star to Draw Name

Television and night club star Monique van Vooren will draw the name of the person to whom a Cadillac will be awarded at the luncheon of New York's Cinema Lodge of B'nai B'rith at Toot Shors tomorrow. Robert K. Shapiro, president of the Lodge, announced at the weekend. The luncheon will be the climax of the group's current fund-raising campaign on behalf of the B'nai B'rith agencies through the sale of $25 contribution share certifications.

UNITED
DC-7
DC-7 Mainliner

NEW!

DC-7 SERVICE TO LAS VEGAS

No change of plane

Only United flies the nation's fastest airliner from New York to Las Vegas. Fly it next time *you* go funning (or working). Enjoy the comfort, the convenience and the cuisine of the only all-first-class service to Las Vegas.

Leave New York 4 p.m., arrive Las Vegas 10:15. Enjoy a relaxing 3-day stopover holiday. Continuing service to Los Angeles.

Effective October 27.
Reservations now.
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CHARLES J. FELDMAN
1899 • 1957

We'll all miss you, Charlie.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

.. 82, NO. 84 NEW YORK, U.S.A., TUESDAY, OCTOBER 29, 1957 TEN CENTS

ırn 'Go Slow'

alif. Will ;udy Pay-TV egulation

Study Whether State ›uld Control Franchises

Special to THE DAILY

.N FRANCISCO, Oct. 28.–Cali- a city and county governments been warned to "go slow" in :ing franchises for pay-TV sys- by no less an authority than the assembly, lower house of Califor- ;overnment. And the Assembly has let it be known that state legisla- do not intend to sit idly by while authorities debate on whether ɔt to grant franchises.

ı Assembly committee meeting

(*Continued on page* 6)

hibitor Seminars Set 'Snowman,' 'Diver'

series of special seminars with ›itors is planned by 20th Century- The first will be on "The Abom- e Snowman of the Himalayas" "Ghost Diver," exploitation pack- due for release this week. Alec ;, special advertising-exploitation

(*Continued on page* 6)

zier to Rejoin CBS Program Executive

From THE DAILY Bureau

ƆLLYWOOD, Oct. 28 – William er, vice-president in charge of uction at RKO Radio Pictures November, 1955, will rejoin Television as a general program ıtive supervising all live pro- ımming from here effective Novem- 15, it was announced today by ·d J. Scalpone, vice-president in

(*Continued on page* 6)

elevision Today Page 6

Gordon Urges Plan to Ease Modernization Cost

Tells Allied Convention Retroactive Amortization Schedule Would Save Small Houses by Quick Tax Credit

By MARTIN QUIGLEY, JR.

KIAMESHA LAKE, N. Y., Oct. 28–A proposal that Allied States Association ask the Federal Government for retroactive accelerated depreciation for a period covering the last ten years was presented to the convention here by Julius M. Gordon, president, in his keynote speech at the opening business session this afternoon.

This is the kind of fast depreciation that has been granted to the builders of war production plants, to war plant equipment purchasers, to drillers of speculative oil wells, who are allowed 27½ per cent annual depreciation. Gordon pointed out that shipping has been directly subsidized; that the lumber industry has received great tax benefits; that tariffs have been used to protect

(*Continued on page* 3)

Urges Support Of Organizations

Special to THE DAILY

KIAMESHA LAKE, N. Y., Oct. 28 –Horace Adams, head of Independent Theatre Owners of Ohio, at the afternoon session of the Allied convention today called on exhibitors to support their state and local organizations or, in his words, "there will be no theatre business." In a review of trade practices and industry

Horace Adams

(*Continued on page* 3)

Allied Names Committee on TV Clearance

Special to THE DAILY

KIAMESHA LAKE, Oct. 28.–Appointment of a committee to meet separately with distributors' executives of each of the major companies to press for a definite clearance between theatrical and television release of features highlighted the weekend board meeting of the directors of Allied States Association here.

The Allied board, following a recent statement by Jack Kirsch, head of Allied of Illinois, pointed to public confusion on early availability of cur-

(*Continued on page* 3)

Velde Holds Conferences At UA Detroit Exchange

Special to THE DAILY

DETROIT, Oct. 28.–James R. Velde, general sales manager of United Artists, will start a two-day sales conference here tomorrow at the exchange with sales executives and exchange personnel on forthcoming

(*Continued on page* 2)

Arbitration Plan Is Deadlocked: Gordon

Special to THE DAILY

KIAMESHA LAKE, N. Y., Oct. 28. –Four meetings for discussion of an arbitration plan have resulted in a deadlock, Julius M. Gordon, president of Allied States, told the opening con-

(*Continued on page* 3)

Sen. Langer Writes Bartlesville Families Asking Views on Subscription Television

From THE DAILY Bureau

WASHINGTON, Oct. 28–Sen. Langer (R., N.D.) has written every family in Bartlesville, Okla., asking their opinions of subscription television.

Langer, who has announced his opposition to toll TV, said he felt the replies would "give a good indication of how people feel towards this proposed service, and could be a significant factor to be considered by the Federal Communications Commission and by the Congress." He did not point out, however, that the Bartlesville test is on a closed circuit whereas the FCC is proposing to try toll TV over broadcast channels.

The fact that only 500 of 8,000 TV set owners in Bartlesville have thus far subscribed for the toll TV test, Langer said, indicates a lack of interest in pay-TV. He affirmed his contention that pay TV would deprive millions of people in the U. S. of a chance to see major programs on free TV.

Report Texas Allied Will Continue to Function

Special to THE DAILY

KIAMESHA LAKE, N. Y., Oct. 28 –The recently announced demise of the Texas Allied unit was a case of a slightly exaggerated report, Julius Gordon announced to the Allied convention today.

He said no board of directors meeting had approved any decision to suspend. The organization would continue, Gordon said, and there have been no decreases in dues collected or in membership.

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., has returned to New York from the Coast.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from Hollywood.

•

JERRY PICKMAN, Paramount vice-president, returned to New York yesterday from Tokyo.

•

ROBERT S. TAPLINGER, Warner Brothers vice-president, will return to New York today from the Coast.

•

HELMUT KAUTNER, director of Universal's "The Wonderful Years," returned to Germany on Sunday from New York.

•

ROBERT MOCHRIE, assistant sales manager for M-G-M, has returned to New York following a tour of the Southwest.

•

ALFRED KATZ, executive of United Artists' home office foreign department, returned to New York yesterday from Central and South America.

•

COL. JAMES CARRERRAS, director of Exclusive Films, Ltd., arrived in New York yesterday from London via B.O.A.C.

•

EMERY AUSTIN, M-G-M exploitation head, has returned to New York following visits to Chicago and Atlanta.

France Honors DeMille

Cecil B. DeMille, producer-director of Paramount's "The Ten Commandments," was named a Chevalier of the Legion of Honor by the Republic of France yesterday in Paris. The presentation was made to DeMille for his "contributions to Franco-American friendship and for the great good his pictures have done for the world."

Signs O'Brien Order

A court order giving Robert H. O'Brien, Loew's, Inc., vice-president, the right to dispose of 400,000 shares of American Broadcasting-Paramount Theatres common stock was signed here yesterday by Federal Judge Edmund Palmieri. O'Brien, before joining Loew's, was an AB-PT vice-president.

Davis Cites Rank's Foreign Income Growth

From THE DAILY Bureau

LONDON, Oct. 26. (By Air Mail). —Presiding at a Dorchester Hotel dinner given by the Rank Organization to London representatives of the Commonwealth Press, John Davis reported on the group's "substantial" overseas expansion from foreign revenues of "little or no account" in 1943 to the present, when "50 per cent of our total global film earnings are secured overseas, and of this approximately 15 per cent comes from the British Commonwealth."

"To stress the importance of our overseas revenue," he declared, "in the last six years the increase has been 24 per cent. Whilst helping ourselves, our British films are an important contributor to the overseas earnings which this country so desperately needs. In addition, they are taking to over 80 countries visual examples of the British way of life through the medium of the entertainment films."

The Rank Organization managing director added that the revenues they would receive from South America in 1958 would be at least three times the amount received in 1957, "and obviously we have not reached maximum potential."

Rank's 'Bridge' Bows At Sutton Tonight

The Waldemar Medical Research Foundation, leading cancer research organization, is expected to receive $25,000 from its sponsorship tonight of the benefit premiere of the Rank Organization's "Across the Bridge" at the Sutton Theatre here.

Notables from the field of government, entertainment, society, the press, industry and the arts will attend the formal opening. Among those expected are Sir Hugh Stephenson, consul-general of Great Britain, and Lady Stephenson, the Honorable Harry A. Scott, consul-general of Canada, and Mrs. Scott, Mr. and Mrs. Kenneth Hargreaves, president of Rank Film Distributors of America, Inc.; Dr. Norman Molumut, scientific director for Waldemar; Rod Steiger, star of "Across the Bridge," and Marla Landi, his co-star.

Fast Start for 'Joey'

"Pal Poey" got off to a fast start in its three premiere engagements over the weekend, Columbia Pictures said yesterday. In New York at the Capitol it grossed $44,773 on Saturday and Sunday. In Los Angeles it broke a house record, bringing in $7,522 Saturday. The three-day total was $18,957. At the State-Lake in Chicago, it racked up $28,600 in three days.

Cinema Lodge Ends Fund Drive Today

Cinema Lodge members will end their 1957 fund-raising drive on behalf of the B'nai B'rith agencies at a luncheon at Toots Shor's today. Indications last night were that the goal of the sale of 500 contribution share certificates would be reached by today, according to Norman Robbins, drive chairman. One of the purchasers of the $25 certificates will be awarded a 1957 four-door Cadillac Sedan at the luncheon.

Sonnenreich to Speak

Manny Sonnenreich, B'nai B'rith District Grand Lodge Number One membership director, will be the speaker and several entertainment industry personalities are expected to participate in the program, according to Robert K. Shapiro, president of the Lodge.

Canadian 20th-Fox Men Confer On New Product

Special to THE DAILY

TORONTO, Oct. 28. — C. Glenn Norris, Central - Western - Canadian sales manager for 20th Century-Fox, will start a two-day meeting of Canadian sales executives tomorrow at the Royal York Hotel for discussion of plans for six releases through to the end of the year.

Productions to be discussed will be: "Stopover Tokyo," "April Love," "Kiss Them for Me" and "Fraulein." Special attention will be give two Christmas-New Year attractions, "A Farewell to Arms" and "Peyton Place."

Six Regional Heads to Attend

Canadian branch managers at the meeting will be: Robert L. Stern, Calgary; Gerald L. Chernoff, Montreal; Gordon Lightstone, St. John; Victor J. Beattie, Toronto; Dawson Exley, Vancouver, and Philip Geller, Norwood (St. Boniface).

'Raintree' Opens in Washington Tonight

Special to THE DAILY

WASHINGTON, D. C., Oct. 28.—M-G-M's "Raintree County" will have its fifth and final premiere in the first series of reserved-seat openings at the Ontario Theatre here tomorrow night, with George Murphy, Ann Sheridan, Dean Jones and Myrna Hansen heading the list of attending celebrities.

Invitations to the premiere have been accepted by 41 foreign ambassadors, cabinet officers, ranking officers of the Air Force, Army and Navy, and local social leaders.

Velde Meetin

(*Continued from page 1*)

product. Milton E. Cohen, east and southern sales manager; Cooper, central district manager, Syd Bowman, branch manager, to attend.

Ed Rigley, Indianapolis bra manager, and Jack Finberg, head the Cincinnati exchange, also will present. Velde and his aides will c fer with Detroit exhibitors and cuit officials before leaving Thurs for New York.

WB Schedules Ten

Ten pictures, a new high for year, will be in production for W ner Bros. by December 1, Jack Warner, president, announced yes day. The upswing in production expanded television filming will sult in a capacity studio schedule the high level of production will c tinue into the new year with m than a score of important story pr erties being readied for filming, said.

'Esther' to Palace

Columbia's "The Story of Est Costello" will have its New York p miere at the Palace Theatre on Tu day, Nov. 5.

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Rockefeller Center • CI 6-4600
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KAY KENDALL • TAINA ELG
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and SPECTACULAR STAGE PRESENTATION

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Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. O
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Single copies, 10c.

enty of Film Story
operties Around: Gordon

Special to THE DAILY

KIAMESHA LAKE, N. Y., Oct. 28
)ne of the explanations for product
ortages presented at the Depart-
nt of Justice conference called to
cuss allowing circuits to go into
duction was the lack of desirable
ry properties and the danger of
lding up the prices of stories if
v producers entered the field.
[n his keynote address at the Al-
l convention here today, Julius M.
rdon remarked ruefully: "I was
elict in my duty in not answering
s statement, for I failed to point
: what I should like to point out
v—that the top money grossing
ture of the year wasn't a property
bid for, but was a property handed
us 3,000 years ago by Moses from
top of the mount; and that an-
er property was written by a Rus-
n writer almost a hundred years
and has been in the public do-
in ever since; and that another
perty was written by Mr. Jules
rne 70 or so years ago and also
been in the public domain many,
ny years."

rbitration

(*Continued from page* 1)

tion session here this afternoon.
tributors have "stood adamant"
inst accepting the recommenda-
1s made by the committee, he de-
red.
'We have made suggestion after
gestion," he said, "definition after
inition and have received only one
wer. 'No'.

Had Solicited Suggestions

'We have asked distributors to
ke counter suggestions—we have
ed them to study our language and
ke improvements thereon or
inges therein so long as they
yed within the scope of Senator
mphrey's committee recommenda-
ns. They have not made one sug-
tion—they have not changed one
a—just flat, adamant, unequivocal
)'!
"But for the enlightenment of the
lustry, let me state here and now
egorically, that so long as I have
ything to say about it, we shall
tinue to seek that system of ar-
ration recommended by the Com-
tee (on Small Business) from the
ate of the United States!

Emphasizes 'Waiting Time'

'And let me also state just as cate-
ically that I will never recommend
this association any plan of arbi-
tion which does not contain a fair
finition of 'waiting time'."
Gordon referred to the adoption of
conciliation plan which goes into
ect Nov. 1, but asserted it was "not
substitute" for arbitration, "the dif-
ence between arbitration and con-
iation is that in conciliation the guy
u're fighting is the referee, and the
eree has the right to hit you!"

Gordon Would Ease Cost of Modernization

(*Continued from page* 1)

American industries, and that farmers have received financial assistance of various types.

In presenting the proposal Gordon admitted that it would stir opposition, but defended it as a desperate need that "would keep the industry alive by reducing taxes and enable exhibitors to rejuvenate theatres." In the course of time, he predicted, this would restore a source of taxation to the government.

Properly presented, he declared, it would receive government approval, and the higher depreciation allowance "could be applied against taxable profits in previous years and exhibitors would thus be entitled to an immediate credit against those taxes paid and collectible now.

Sees Mutual Benefits

"If then, as a result of this concession, you were able to improve your establishments and survive until better times came along, the government would not be the loser, for it would use up future depreciation, and, on any future profits, your tax would be higher because you would have less depreciation to deduct from profits.

"It might also result in an increase in taxes, due to the fact that you would be able to pay off your mortgages and obligations and thus not have an interest item deductible against future taxes. It would benefit even the producers for they would again have solvent customers. On the contrary, if you should have no profits in the future, then it is only right and meet and just under our tax theories and under our system of government that you had been allowed to charge off your investment during its usable life."

The details of Gordon's proposal had previously been presented to the board of directors.

Asks Support of Organizations

(*Continued from page* 1)

conditions since the advent of 3-D Adams urged producers to make more films in color, to make more prints, to step up the overall level of production, and to release features in a regular pattern. "Present methods are killing public interest," he said.

Ben Marcus

Important attractions which would bring the public back to the theatres such as "Ten Commandments" should be made available to all theatres, Adams asserted. He expressed the hope that neither M-G-M's "Raintree County" or Columbia's "Bridge on the River Kwai" would be subject to what he termed "delayed release."

Marcus Treats Availability

Ben Marcus, Allied Theatre Owners of Wisconsin, was the last principal speaker at the opening day session, and he urged delegates to work out "a constructive solution" of the problem of availability of pictures, after contrasting the regular availability of product and elimination of orderly availability of pictures for our theatres "either for foolish and costly economy or for super availability."

Marcus proposed an elimination of rationing of good entertainment. He called upon the distributors to work out solutions of the problem but if they fail to do so suggested that Allied members "devise ways and means to correct these destructive practices on our own." It was suggested that some pictures might be passed up if their availability is delayed too long.

No Shortage, Says Shor

Rube Shor, Allied past president, at a question period at the conclusion of today's session, denied that there exists any shortage of pictures or prints. He said: "It is a planned deal. The little theatre is being eliminated. Optimistic talk will get you nowhere. If you are going to stay in business you must organize, it is your only chance."

Eight Other Speakers Heard

Other speakers on topics which concerned principally a proposal for regional rather than national release of pictures and Gordon's suggestion for an accelerated and retroactive depreciation allowance included: Julian Riskin, Massachusetts; Wilbur Snaper, New Jersey; Jeff Jefferis, Missouri; Leo Wolcott, Iowa-Nebraska; Walter Gettinger, Maryland; Richard Turteltaub, New Jersey; Sid Stern, New Jersey; and George Wasko, Pennsylvania.

It was announced that the resolution committee would prepare resolutions for submission to the convention on the closing day, Wednesday, seeking regional releases and a congressional campaign for a bill providing for accelerated depreciation. Julius Gordon, president, said he "does not believe we will have difficulty getting the measure passed by both houses of Congress if we work together for it."

'Pal Joey' Screened

The first day concluded with an evening screening of Columbia's "Pal Joey."

Tomorrow morning delegates are to attend two film clinics, one for exhibitors in towns of over 25,000 with Jack Kirsch, Edward Lider and Aldon Smith, moderators, and for those in towns of under 25,000 Sid Goldberg, Leo Walcott, and Bernard McKenna.

Cable-TV Discussion Today

The second convention session tomorrow is to feature a discussion of cable TV by Milton J. Shapp, Jerrold Electronics Co., and Herbert Barnett, National Theatre Supply. Also scheduled for the session is a discussion of business-building ideas, Paramount's purchase of the Esquire Theatre in Chicago, and Allied's relations with COMPO.

Allied Names

(*Continued from page* 1)

rent releases over television. Allied suggests that there be agreement on a unified plan so that potential patrons will know they must see a particular picture in a theatre or wait a set number of years to see it free on television.

The exhibitor group proposes that steps be taken through advertising and publicity to make the public aware of the clearance between theatres and television on broadcasting stations. It is said that the confusion at present is hurting box office receipts.

Distribution Policy Hit

Another major action of the Allied board's preconvention sessions was criticism of the distribution policy of concentration of major releases around holiday periods and then withdrawing such films from release to subsequents until the next holiday period. Allied endorsed the proposal of Leonard Goldenson and Edward L. Hyman of American Broadcasting-Paramount Theatres for a joint meeting between exhibitor representatives and distributors to consider a "more orderly flow of releases."

Julius Gordon, Allied president, today sent at the board's instructions a telegram to A. Montague, chairman of the COMPO committee which has been in negotiation with Allied about the return to the all industry organization, seeking clarification of one unspecified point. Gordon asserted that no difficulty had arisen in the negotiation but that the board wanted to make sure of the meaning of one of the provisions.

No Choice on Publicity Head

The finance committee of the Allied board was instructed to continue developing a public relations program administered by a full time public relations director. A number of candidates for the position have been considered but no final choice made up to now.

Allied continues to be in favor of production by National Theatres and other circuits provided there is no unfair discrimination against independent theatre owners.

THE BIG NEWS F

con

CECIL B

PRO

THE TEN COM

VISTAVI

There is no more impressive chapte
history's greatest grossing picture,
These *typical* figures show grosses
with the most recent Top "A" Para

Town	Theatre
Glens Falls, N.Y.	Rialto
Liberty, N.Y.	Academy
Defiance, O.	Valentine
Colby, Kan.	Colby
Watseka, Ill.	Bon-Air
Logan, Utah	Capitol
Idaho Falls, Idaho	Paramount
Salisbury, Md.	Boulevard
Dodgeville, Wis.	Dodge
Bemidji, Minn.	Bemidji
Yankton, S.D.	Dakota
Kentland, Ind.	Kent

Paramount Pictures

Wherever it plays,

"The Ten Commandments" is the eq

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ing

EMILLE'S

ON

MANDMENTS

HNICOLOR®

the whole fabulous success story of
the results from small situations.
he Ten Commandments" compared
nt picture to play the same situation.

Boxoffice Gross of Ten Commandments"	Boxoffice Gross of last Top "A" Paramount picture *
$14,881	$1,894
14,740	2,197
9,603	662
3,491	245
3,354	326
17,659	1,879
19,951	2,930
16,376	1,064
2,783	197
7,433	618
6,116	384
4,631	264
$121,018	**$12,660**

* Either—
"Funny Face"
"Gunfight at the O.K. Corral"
"The Delicate Delinquent"

alent of at least 10 Top "A" pictures!

Television Today

Calif. to Study Pay-TV Check

(*Continued from page* 1)

here Nov. 21 and 22 will investigate whether the state should regulate any pay TV systems established in California. Committee chairman Louis Francis said today the hearings will be concerned chiefly with "the effects of this new industry on the public and business, and it is the committee's duty to determine whether the state should regulate and control the construction, maintenance, and operation of pay to view video setups."

Stemmed from High Court Action

Chairman Francis issued his "go slow" warning because the State Supreme Court "has indicated" no franchises are needed in cable theatre propositions other than those existing with the Pacific Telephone and Telegraph Company. But, he added, the state legislative counsel, Ralph N. Kleps, has given him an opinion which affirms:

1–If a pay TV system operated its own transmission facilities, it would be subject to the regulations of the State Public Utilities Commission.

2–If a pay TV company contracted with the telephone company for transmission services or attachment rights, "it undoubtedly would be controlled to a considerable degree" by the commission through that body's regulation of the telephone company.

'Scotland Yard' To Bow

"Scotland Yard," stories from the files of the internationally-known criminal investigation unit, will make its debut on ABC Television Sunday, Nov. 17. The action-thriller series will be seen each Sunday from 10 to 10:30 P.M., EST. General Foods Corporation, in behalf of Sanka Coffee, has signed as co-sponsor.

WCBS-TV Buys Films

Two new packages of feature films have been purchased by WCBS-TV. The two packages, from Associated Artists Productions, Inc., distributor of Warner Brothers film, and from Atlantic Television Corp., become available to WCBS-TV on Jan. 1, and will be seen first on New York television on either "The Late Show" or "The Early Show."

ABC-TV, Gems in Deal For 'Frankenstein'

The ABC Television Network and Screen Gems have just concluded a co-production agreement for "Tales of Frankenstein," a new series of 39 half-hour films. This is the first purchase of a new program for the 1958-59 season. Production will start immediately so as to have the new series ready for presentation to sponsors in the spring. Screen Gems is negotiating with Bryan Foy to produce 20 of the films in Hollywood. At the same time the company is negotiating with James Carreras to produce the other 19 in England.

Duff and Felton Heading West for TV Production

Gordon Duff and Norman Felton will go to the west coast to act as producers of the TV program, "Studio One in Hollywood," which will originate "live" from the CBS Television City there starting Jan. 6.

Duff joined CBS in the fall of 1956. His first show for "Studio One" was on Christmas Eve of that year. Felton joined the "Studio One Summer Theatre" during the 1957 season.

Dozier to CBS

(*Continued from page* 1)

charge of network programs, Hollywood. In his new post Dozier will be responsible for Playhouse 90, Climax, Studio One, and such special programs as the network produces from Hollywood.

Prior to joining RKO Pictures, Dozier was a program executive with the CBS TV network both in New York and Hollywood from 1951 to 1955.

Roach Story Dept.

HOLLYWOOD, Oct. 28. – Hal Roach, Jr., president of Hal Roach Studios, has announced the formation of a program development department, under the direction of William Sterling. Plans call for the engaging of a story editor and other personnel to work under Sterling's direction. Purpose of the department is to seek out new story ideas, and develop them into new programs for 1958-59 television season.

Fox Seminars

(*Continued from page* 1)

representative, explained the plan yesterday to trade paper representatives.

A campaign on the pair has been developed in consultations with Robert Selig, president of Fox Inter-Mountain Theatres, for 160 spots in the Rocky Mountain area.

Vancouver Unit Cited By Canadian Pioneers

Special to THE DAILY

TORONTO, Oct. 28 – A special award for the "most valued contribution" to the Canadian Picture Pioneers went to the Vancouver branch. The contributions were made to the trust funds of the Pioneers.

The Vancouver branch, under the presidency of Ivan Ackery, well-known winner of the Quigley Award, has sprung to life in the last year, holding many special events in aid of the fund.

The award to the branch will be made at the Pioneer of the Year Dinner to be held in Toronto on Nov. 28.

P.C.C. Dinner Tonight For 1958 Fund Drive

From THE DAILY Bureau

HOLLYWOOD, Oct. 28 – Permanent Charities Committee chairman Valentine Davies will preside tomorrow evening over the dinner meeting at which 50 controllers of independent studio and television film organizations will confer with James Stewart, PCC campaign chairman, Hal Roach, Jr., Carl Cooper, George Flaherty, George Slaff and Edward Finney on operational procedures for conducting the 1958 fund campaign.

FWC Books 'Graf Spee'

The Rank Organization's "Pursuit of the Graf Spee" has been booked by the Fox West Coast Theatres circuit. The circuit's houses, plus other West Coast theatre circuits will launch multiple runs of the film in the San Francisco area on Nov. 8; in Seattle on Nov. 12, and in Portland on Nov. 31.

Seaton Here for Talks

George Seaton, president of the Academy of Motion Picture Arts and Sciences, is in New York to discuss plans for the nation-wide telecast next March of the Academy's award ceremonies. He will meet with a group of exhibitors for luncheon at the Harvard Club today.

PEOPLE

Samuel Pinanski, president
American Theatres Corp., Boston, h
been reappointed by **Gov. Fost**
Furculo as a trustee of Lowell Tec
nological Institute for a term of thr
years. A graduate of the school, Pi
anski has been a trustee for 13 yea
and chairman of the trustees sin
1951.

□

Paul N. Lazarus, Jr., vice-preside
of Columbia Pictures, will be hea
Sunday night on radio stati
WNEW, New York. He will ta
the affirmative side on the questi
"Are the movies living up to the
responsibilities."

□

W. Russell Holder, president
Rockwood Amusement Co., Nashvill
Tenn., has had conferred on hi
the rank of 33rd degree Mason.

□

Eric Sheldon, formerly of Kli
Photo Corp., will join Technicolor
Nov. 1 as Eastern sales manager
its consumer photographic division

Eckhardt Named Head Of Chicago Salesmen

Special to THE DAILY

CHICAGO, Oct. 28. – The Colo
seum of Motion Picture Salesme
Chicago Lodge No. 15, announce
the following officers following a
election and meeting: Jack Eckhard
20th Century-Fox, president; L
Goldberg, Paramount, vice-presiden
Leo Schauer, 20th Century-Fox, se
retary; Thomas Greenwood, Colun
bia, treasurer.

Members of the local organizati
plan to meet with members of t
national executive committee at t
Drake Hotel on Nov. 9 and 10.

Potamkin Rites Held

PHILADELPHIA, Oct. 28. – F
neral services were held here yeste
day for Walter Potamkin, a salesma
with the Philadelphia branch
Columbia Pictures for the past fo
and a half years, who died in Jeann
Hospital here after several weeks il
ness. Surviving are his wife Elsie, tw
children, Deborah and Benjamin; h
mother, a brother and three sister
He had served as a manager for th
Stanley-Warner Theatres, and as
district manager for the Norma
Lewis Theatres for many years, pri
to going with Columbia.

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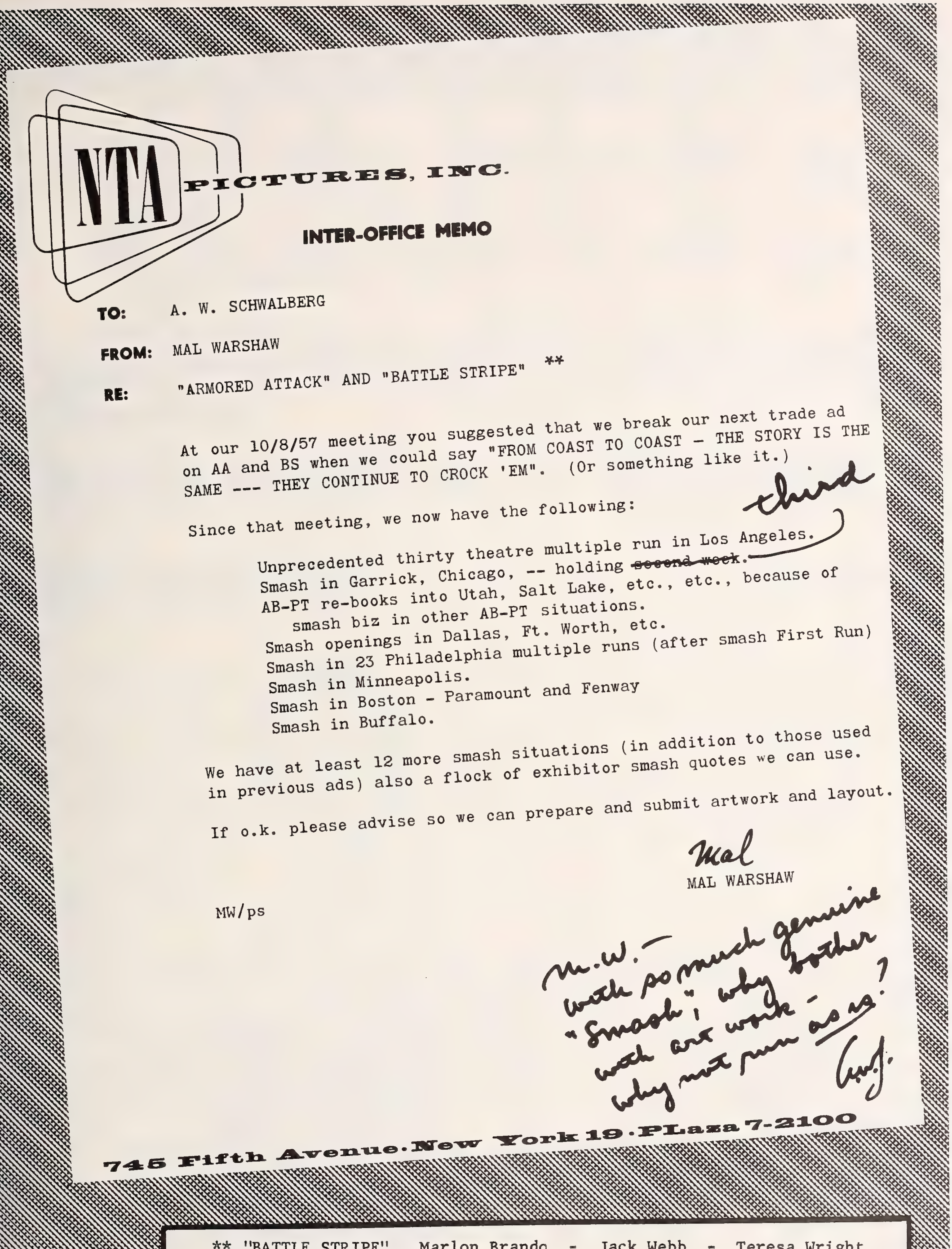


NTA PICTURES, INC.

INTER-OFFICE MEMO

TO: A. W. SCHWALBERG

FROM: MAL WARSHAW

RE: "ARMORED ATTACK" AND "BATTLE STRIPE" **

At our 10/8/57 meeting you suggested that we break our next trade ad on AA and BS when we could say "FROM COAST TO COAST - THE STORY IS THE SAME --- THEY CONTINUE TO CROCK 'EM". (Or something like it.)

Since that meeting, we now have the following:

Unprecedented thirty theatre multiple run in Los Angeles.
Smash in Garrick, Chicago, -- holding ~~second week.~~ third
AB-PT re-books into Utah, Salt Lake, etc., etc., because of smash biz in other AB-PT situations.
Smash openings in Dallas, Ft. Worth, etc.
Smash in 23 Philadelphia multiple runs (after smash First Run)
Smash in Minneapolis.
Smash in Boston - Paramount and Fenway
Smash in Buffalo.

We have at least 12 more smash situations (in addition to those used in previous ads) also a flock of exhibitor smash quotes we can use.

If o.k. please advise so we can prepare and submit artwork and layout.

Mal
MAL WARSHAW

MW/ps

M.W. —
with so much genuine
"smash", why bother
with art work —
why not run as is?

745 Fifth Avenue·New York 19·PLaza 7-2100

** "BATTLE STRIPE" Marlon Brando - Jack Webb - Teresa Wright

"ARMORED ATTACK" Dana Andrews - Ann Baxter - Farley Granger

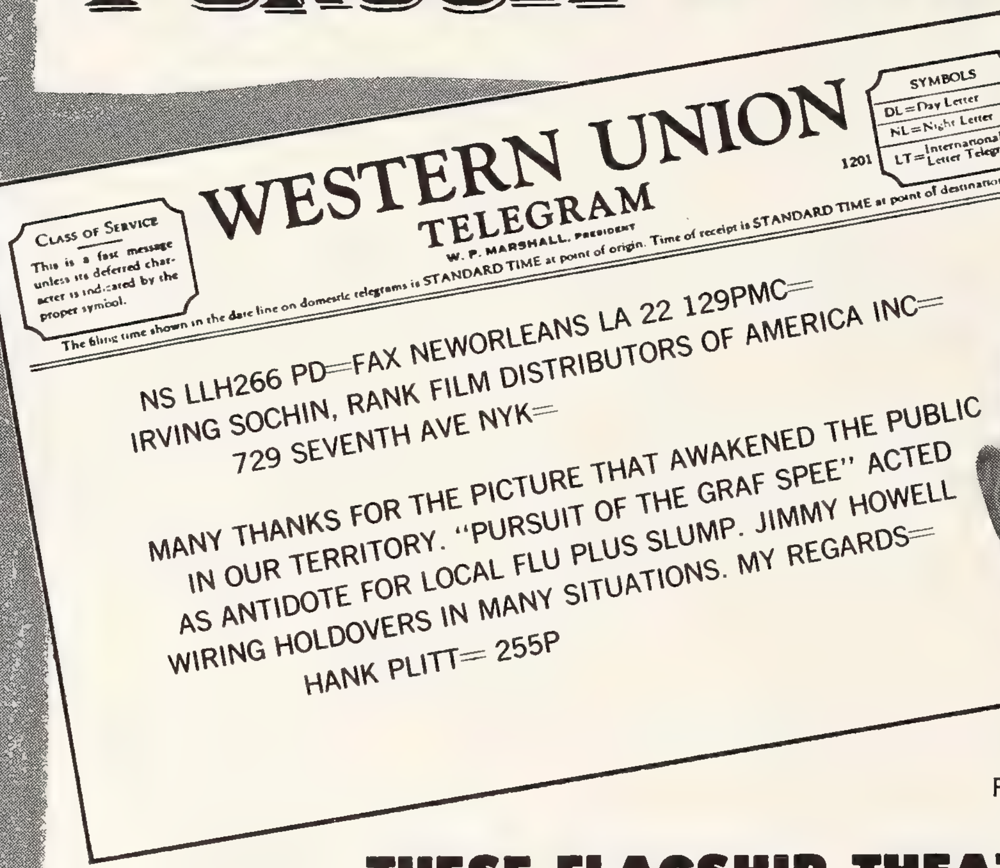
MR. EXHIBITOR HERE IS THE ANTIDOTE FOR YOUR BOX OFFICE FLU!

THE SPECTACULAR STORY OF THE WORLD'S MIGHTIEST SEA RAIDER!

THE RANK ORGANIZATION presents
A MICHAEL POWELL and EMERIC PRESSBURGER PRODUCTION

PURSUIT OF THE GRAF SPEE

TECHNICOLOR VISTAVISION



WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT

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This is a fast message unless its deferred character is indicated by the proper symbol.

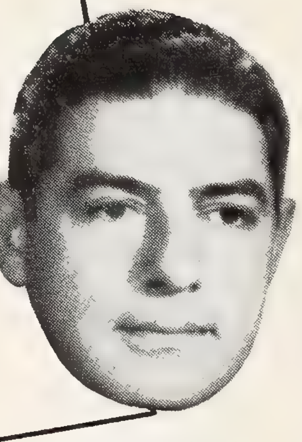
SYMBOLS
DL=Day Letter
NL=Night Letter
LT=International Letter Telegram

1201

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NS LLH266 PD=FAX NEWORLEANS LA 22 129PMC=
IRVING SOCHIN, RANK FILM DISTRIBUTORS OF AMERICA INC=
729 SEVENTH AVE NYK=

MANY THANKS FOR THE PICTURE THAT AWAKENED THE PUBLIC IN OUR TERRITORY. "PURSUIT OF THE GRAF SPEE" ACTED AS ANTIDOTE FOR LOCAL FLU PLUS SLUMP. JIMMY HOWELL WIRING HOLDOVERS IN MANY SITUATIONS. MY REGARDS=
HANK PLITT= 255P



HENRY G. PLITT
President
PARAMOUNT GULF THEATRES

THANK YOU HANK PLITT FOR KICKING OFF THE 200 THEATRE SATURATION THROUGHOUT THE SOUTH AND SOUTHWEST

THESE FLAGSHIP THEATRES ARE DOING HOLDOVER BUSINESS!

SAENGER THEATRE, NEW ORLEANS
STATE THEATRE, OKLAHOMA CITY
STRAND THEATRE, MEMPHIS
MAJESTIC THEATRE, TULSA
PARAMOUNT THEATRE, AUSTIN
HART THEATRE, BATON ROUGE
PARAMOUNT THEATRE, ALEXANDRIA
SAENGER THEATRE, BILOXI
STRAND THEATRE, SHREVEPORT
SAENGER THEATRE, MOBILE
SAENGER THEATRE, PENSACOLA
PARAMOUNT, TEXARKANA
METROPOLITAN THEATRE, HOUSTON
IMPERIAL THEATRE, CHARLOTTE
CAROLINA THEATRE, COLUMBIA

AND BOOKED BY THESE TOP CIRCUITS!

FLORIDA STATES
WOLFBERG
WESTLAND
FRONTIER
GIBRALTAR
DICKINSON
FOX WEST COAST
U.A. THEATRES
RKO THEATRES
PARAMOUNT TRI-STATES
UNITED PARAMOUNT—SALT LAKE
FOX INTERMOUNTAIN AMUSEMENT CO.
BLACK HILLS AMUSEMENT CO.
HAMRICK EVERGREEN
MINNESOTA AMUSEMENT
STANDARD THEATRES
UNITED CALIFORNIA

RANK FILM DISTRIBUTORS of AMERICA, Inc.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 82, NO. 85 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 30, 1957 TEN CENTS

navision

orm New ompany for)mm Films

tschalk Will Produce, dshow Wide Film

navision Films has been organ- as a new production company Robert E. Gottschalk as execu- vice-president. Gottschalk also is dent of Panavision, Inc., which des that 65-70mm equipment age for projection, lamps, lenses screens on a rental basis. The new pany will produce and roadshow res in the wide film process.

ttschalk announced the company

(*Continued on page* 8)

re Schary to Produce or United Artists

(Picture on Page 6)

ore Schary, former head of pro- ion for MGM, will produce three res for United Artists distribu- over a two-year period starting next year with "The Gravy n," a story set in several American s by Bob Thomas, Hollywood

(*Continued on page* 6)

ce-President Nixon Tribute to Mayer

mong the many tributes paid is B. Mayer yesterday following uncement of the film pioneer's h was a message from Richard n, vice-president of the United es, who said:

With the passing of Louis B. May-

(*Continued on page* 2)

TRADEWISE
on page 8

Television Today
on Page 11

New Loew's Board Will Meet Today

The new 19-member board of directors of Loew's, Inc., will meet for the first time today at the home office.

It will be the first time since Joseph Vogel became president last February that he will have a clear-cut majority over Joseph Tomlinson's six supporters, including Tomlinson.

It will also be the first meeting since last July.

Court Names Loew's Director for Divorce

A new director was appointed yesterday to Loew's Theatres by Judge Palmieri of U.S. District Court, Southern Division, here. He was named to replace the late Allan Melhado.

Judge Palmieri announced his court appointment at a hearing held to determine the status of the divorcement proceedings of Loew's, Inc., and Loew's Theatres. The jurist held the hearing to see if a consensual arrangement had been or could be reached.

Among the witnesses was Weldon

(*Continued on page* 8)

Support Will Be Pledged: Gordon

Allied for Sponsoring Academy Awards TV

However, Delegates to the Convention Are Less Enthusiastic About 'Sweeps'

By SHERWIN KANE

(Pictures on Page 9)

KIAMESHA LAKE, Oct. 29–Delegates to the Allied States convention here today gave their enthusiastic endorsement to industry sponsorship of the Academy Award presentations telecast next March, but had only qualified approval of the Academy Awards Sweepstakes plan for business promotion.

Following general discussion of the industry's business building programs, Oscar A. Doob, of the Motion Picture Association of America's business building committee, asked for an expression from Allied on the plans which had been described.

Julius Gordon, Allied's president, pointed out that the meeting was not a resolution session, but said that Allied would pledge its support to the Oscar Sweepstakes if every picture included in this year's contest will have played a minimum of 2,500 engagements. This, Gordon pointed out, would overcome exhibitor criticism of last year's Sweepstakes that

(*Continued on page* 9)

Allied Hears Of Telemovies

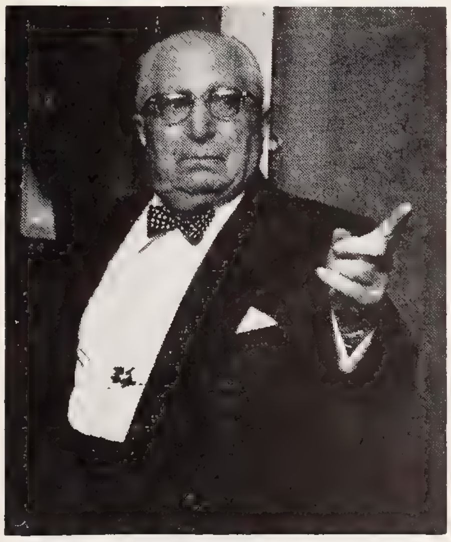
Special to THE DAILY

KIAMESHA LAKE, Oct. 29.–Four more cities have been selected for Telemovies tests, Milton J. Shapp, president of Jerrold Electronics Corp., which installed equipment used in the Bartlesville, Okla., test, told the Allied States convention here today.

Shapp declined to name the pro-

(*Continued on page* 8)

Louis B. Mayer Succumbs; Long An Industry Leader



LOUIS B. MAYER as photographed by The DAILY on his most recent visit to New York.

HOLLYWOOD, Oct. 29. – Louis B. Mayer, for many years dominant figure in the production of MGM pictures and long known as the highest salaried individual in American industry, died here at 3:35 A.M. New York time, yesterday. He was 72.

For months he had been ill with leukemia. After attending a meeting of Joseph Tomlinson's supporters in the Loew's, Inc., board July 30 he returned to the coast and entered a hospital near San Francisco. After six weeks he returned to his home in Hollywood September 16 and was transferred a short time later to the UCLA Medical Center.

Present at the time of death was his wife, the former Mrs. Lorena L. Danker.

Funeral services will be held

(*Continued on page* 2)

Doob Sees Business Building as Beginning

Oscar Doob

KIAMESHA LAKE, Oct. 29. – Whatever is done in the business-building campaign during the first year should be considered only as a beginning, Oscar Doob, executive coordinator of the advertising and publicity directors committee of the MPAA, told Allied members at the second day of their convention here today.

The industry should be thinking in terms of a

(*Continued on page* 9)

PERSONAL MENTION

MO ROTHMAN, who has just been promoted from Continental sales manager to Continental manager for United Artists, has returned to his Paris headquarters from New York.

•

Otto Preminger will leave New York tomorrow for London via B.O.A.C.

•

Tony Mazza, of Loew's International, has celebrated his silver wedding anniversary.

•

Micki Permut, secretary to Si Seadler, M-G-M advertising manager, has announced her engagement to Harvey Kushner.

•

Bob Rains, radio and television promotion manager for Universal-International, will arrive in New York today from Hollywood.

•

Shirley Block, secretary to Irving H. Greenfield, official of Loew's, Inc., will be married at the Hotel Pierre here on Sunday to David Zirinsky, realtor.

Bernard G. Kranze Wins Cinema Lodge Cadillac

Bernard G. Kranze, vice-president of Stanley-Warner Cinerama, won the Cadillac in the drawing held by Cinema Lodge of B'nai B'rith in connection with the annual fund-raising drive on behalf of B'nai B'rith agencies.

The lodge achieved its goal of the sale of 500 $25 contribution share certificates just before the luncheon at Toots Shor's Tuesday. Norman Robbins, drive chairman, thanked those who took part. A check for $5,000 was presented to Manny Sonnenreich, District Grand Lodge membership director, as the first proceeds of the sale of certificates.

Robert K. Shapiro, president of Cinema Lodge, presided. Past presidents Al Schwalberg and Max E. Youngstein drew the certificates to determine the winner.

Skouras at White House

WASHINGTON, Oct. 29 – Twentieth Century-Fox president Spyros P. Skouras saw President Eisenhower this morning but neither the White House nor Skouras disclosed the purpose of the visit.

LOUIS B. MAYER

1885 1957

The passing of Louis B. Mayer is the terminal point of one of the most remarkable success stories in the history of motion pictures. From a humble and obscure origin Mayer advanced step by step to a goal of power, wealth and prestige. He was for many years the acknowledged leader of Hollywood. For some years he held the position of the highest paid executive in the nation. He was advisor to statesmen, even to a president of the United States.

Louis B. Mayer was ambitious and determined. He possessed a broad and keen intelligence but the attribute which furthered his career more definitely than any other was an especial gift for dealing effectively with persons with whom he had contact. This gift came into highly important play in his dealing with creative talent. Many of the leading artists of the screen of this and earlier years primarily owe their success to the enthusiasm and to the counsel communicated to them by Louis B. Mayer.

The career of Louis B. Mayer, like the era in motion pictures to which it related, is ended but it will be long noted and remembered for the considerable part it played in shaping motion pictures and the industry.

–MARTIN QUIGLEY

Film Industry Leaders Join In Tribute To L. B. Mayer

(*Continued from page* 1)

er the motion picture industry loses one of its really great geniuses. Millions of Americans who never had the privilege of meeting him know Louis Mayer through his scores of memorable productions in the entertainment field. I was among those who were fortunate enough to know him as a close personal friend and Mrs. Nixon joins me in extending our deepest sympathy to his family."

At the same time, outstanding leaders of the industry expressed their sorrow at the passing of Mayer. Some of these statements follow:

Eric Johnston, president, Motion Picture Association of America: "A notable career ends with the death of Louis B. Mayer. His life was an integral part of the entire motion picture industry to which he made so many valuable and lasting contributions. He had the unique opportunity of bringing pleasure to untold millions all over the world. In their hearts and ours, his memory will always live."

Spyros P. Skouras, president of 20th Century-Fox: "Louis B. Mayer will be mourned widely, not only as a pioneer in the motion picture industry, but by his fellow citizens. He was a great American. His passing is that of a man who will be remembered always because he fought for high standards of quality, more dignified productions, and deep moral themes in motion pictures. Mr. Mayer did more to advance the quality of production in Hollywood than any other individual."

Albert and **Jack L. Warner,** of Warner Brothers Pictures: "Louis B. Mayer stood for the better things in the motion picture business and did much to bring them to reality. He was a builder, a tireless worker, an imaginative, bold and resourceful leader. His record will stand for many years to come. Our association with him through the years was a close one and we feel a personal sense of loss in his passing. The industry which owes him so much will sorely miss one of its great creators."

Milton R. Rackmil, president of Universal Pictures Company: "In the death of Louis B. Mayer, the motion picture industry has lost one of its truly great pioneers, whose contributions over almost half a century served to establish the Hollywood-made motion picture as a symbol of the tops in entertainment the world over."

Harry Cohn, president of Columbia Pictures: "In the death of Louis B. Mayer, the motion picture industry has lost a great and forceful leader. Louie Mayer did as much to build the motion picture industry and give it world-wide force and influence as any man in its entire history. He also gave greatly of himself to many worthwhile efforts for our state and our our nation. He will be missed and mourned for many years to come."

Arthur B. Krim, president of United Artists: "With the untimely passing of Louis B. Mayer, we have lost a great pioneer who devoted long and fruitful years to the motion picture industry he knew and loved so well. Although he was associated for most of his working life with a single studio, his brilliant achievements during this tenure opened new vistas and set new standards of motion pic entertainment for all of us enga in making movies for audie throughout the world. In behal United Artists, I wish to extend sincere sympathy to Mr. Mayer's f ily and friends."

Barney Balaban, president of P mount Pictures: "In the passing Louis B. Mayer our industry has a man who was a pillar of stren productivity and inspiration. . He set from the very beginning on through his long, fruitful year service such high standards of c tive and administrative contribut that the whole entertainment w

(*Continued on page* 3)

Rites Thursd

(*Continued from page* 1)

Thursday at noon at the Wils Boulevard Temple, Los Ang Rabbi Edgar F. Magnin will pre

A special tribute to the dece will be spoken by Spencer Tracy. terment at the Home of Peace Ce tery will be private.

Active pallbearers will be:

Clarence Brown, Myron Fox, Lenstrom, Neil McCarthy, Me Silberberg, Howard Strickling, jamin Swig and Col. Louis John

Honorary pallbearers will

Hon. Herbert Hoover, Gov. G win J. Knight, Francis Card Spellman, James Francis Cardinal Intyre, Sen. William F. Knowl General Alfred Gruenther.

Also Walter Annenberg, Ber M. Baruch, Richard E. Berlin, Blumberg, Norman Chandler, B. DeMille, Francis M. Folsom Frank Freeman, John Hanes, liam Randolph Hearst, Ernest K ler, K. T. Keller, Mervyn Leroy, Lee Mahin, E. J. Mannix, Sam P Edwin Pauley, J. Robert Ru David O. Selznick, Joseph Schenck, Marvin Schenck, Ge Sidney, L. K. Sidney, C. R. Sn George Sokolsky, Robert Taylor, man Taurog, Benjamin Thau, S cer Tracy, Lawrence Weinga Edwin Weisl and Carey Wilson.

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eaders Join n Eulogies

(*Continued from page 2*)

as elevated by his example. He as always a warm, generous counellor and personal friend to me. I nall miss him deeply."

Daniel T. O'Shea, president, RKO adio Pictures: "In the passing of ouis B. Mayer, we lose a pioneer hose dynamic qualities brought fame nd high regard for his company, and orldwide prestige for the motion icture industry."

Herbert J. Yates, president of Reublic Pictures: "The entertainment orld has lost one of its greatest men. lowever, Louis B. Mayer has left beind him works and deeds that will nspire others and will endure forver."

Y. Frank Freeman, vice-president f Paramount Pictures: "in the passng of Louis B. Mayer I have lost ne of my very best friends. When I rst came to Hollywood in 1938 Louis layer was among the first to extend o me a helping hand. Throughout the ears since that time he continued to xtend that helping hand in every vay. Many others can say the same."

Samuel Goldwyn, chairman of the oard, Samuel Goldwyn Productions: Louis B. Mayer has made a great ontribution to the motion picture inustry, and my deepest sympathy oes to his family."

Samuel Pinanski, president of merican Theatres Corp., Boston: Louis B. Mayer, together with the ther great pioneers, contributed nuch to the worldwide acceptance of reat stars and great motion pictures. t will be difficult to replace this reat loss."

Buddy Adler, executive producer, 0th Century-Fox: "Louis B. Mayer vas for years on of the film indusry's colossal figures. He was a true ioneer and individualist and contribted much to Hollywood stature and lamour."

Al Lichtman, producer: "The inustry has lost one of its great pioeers. He will be greatly missed by ll who realized the tremendous conribution he has made to films."

David O. Selznick, producer: Louis B. Mayer was the greatest ingle figure in the history of motion icture production. Even the people f Hollywood know only a small porion of what he did to advance both he industry and the quality of all ictures. A giant has left the Amercan scene."

Vinter Drive-in for Chi.

CHICAGO, Oct. 29. — Alliance musement Co. will for the first time ontinue operations at one of its outoor theatres during the winter nonths. Its South Drive-in at Kokono, Ind., has been equipped with lectric in-car heaters as an experinent.

L. B. Mayer Career a Record Of Many Ambitions Realized

By JAMES M. JERAULD

Louis B. Mayer's career in the picture business was extraordinary in a number of respects. He craved power and won it; he had an ambition to become the highest salaried man in the United States and achieved it; he was often called "King of Hollywood" and liked it; he had a production record that made the M-G-M lion a symbol of profit for exhibitors; he rode the crest of the success wave for many years until the tide began to turn in 1947.

The ebb continued through 1948 and 1949 and caused reported losses of $8,700,000 and brought about his removal by Nicholas M. Schenck, at that time president of Loew's, Inc.

Earned $27,000,000

During his long tenure as head of the studios Mayer collected $15,000,000 in the form of salary and another $12,000,000 in the form of partnership income paid to the firm of L. B. Mayer Co.

His energy seemed inexhaustible up to a few months ago. He was not interested in retirement. He wanted to return to a position of power in M-G-M, with the support of Joseph Tomlinson, largest individual stockholder.

As late as last July 30 he was elected to the board of directors at a "rump" meeting lacking a legal quorum. This election was ruled invalid by the Delaware Chancery Court. Mayer told the press before the meeting that he was "lonesome for the M-G-M lion." When he left New York the following day he said he was going to stop off in Kentucky to see some race horses in which he was interested. In the latter days of his regime at M-G-M he was the owner of a large stable of racers. A short time later he was reported to be in a Northern California hospital suffering from anaemia. Recently he return to Southern California, but in a few days again returned to a hospital.

Born in Russia

Mayer was born in Minsk, Russia, July 4, 1885, and was taken by his parents to St. John, New Brunswick, when he was three years old.

Mayer's arrival in St. John and Thomas A. Edison's success with the graphophone came approximately at the same time. It was at that time that Edison turned to further experimenting on motion pictures. In the following 18 years, while Mayer was acquiring a common school education and at the same time working for his father in the firm of Jacob Mayer & Son salvaging ship hulks for their scrap iron value, the Mayer fortunes failed to prosper.

Learned of Films in Boston

On a trip to Boston to sell metal Mayer heard much talk about motion pictures which had invaded empty stores and were pulling huge cash profits.

Like many other young men of the era, Mayer decided that this was the business for him. He put $600 down on a dilapidated former burlesque theatre in Haverhill, Mass. It took considerable renovation to convince Haverhill conservatives that this was a respectable enterprise. He introduced a religious picture, "From the Manger to the Cross," and began to prosper.

Signed the Farnums

For subsequent attractions he used both stage shows and films. Among the stage attractions were the Boston Opera Co., Maude Adams in "Peter Pan" and William and Dustin Farnum in "The Littlest Rebel." The enterprise made money so rapidly he acquired all the other theatres in Haverhill with Nathan Gordon and called the new group the Gordon-Mayer Circuit. Their holdings spread to other Massachusetts cities.

As did the exhibitors of a later day, Mayer was faced with the problem of getting product. Most of the picture distribution was on a states rights basis and was haphazard at best.

Mayer and other states rights exhibitors formed Metro Pictures Corp., which began functioning in 1915, with Mayer as a vice-president in charge of the New York office. He also continued to hold his New England states rights franchise. Richard A. Rowland was president.

Handled 'Birth of a Nation'

Later that year Mayer organized a syndicate which bought the New England distribution rights to D W.. Griffith's "The Birth of a Nation" for $25,000. The picture had already been shown on a roadshow basis, but in the New England territory Mayer and his associates made more than $100,000 on this single production.

Mayer decided to become a producer. His first company was Anita Stewart Productions. That was in 1917. Mayer and Rowland failed to reach an agreement to have Metro distribute the film, so he pulled out of Metro and turned the film over to the new First National Co.

In 1919 he moved to the coast and became an independent producer. Marcus Loew bought Metro to get product for his growing theatre circuit. Out of this new company alignment came "The Four Horsemen of the Apocalypse" with Rudolph Valentino, the company's greatest success following its release in 1921.

Meanwhile Mayer had organized the Louis B. Mayer Production Co. and was making a name for himself when he signed Mildred Harris Chaplin in 1919 to do "Polly and the Storm Country." During this period Mayer shrewdly lured Irving Thalberg from Universal.

Marcus Loew watched Paramount and First National grow and sought new alignments for himself. When he took over Goldwyn Pictures Samuel Goldwyn had already left the company.

Acquired Culver City Lease

Mayer not only had achieved considerable success as a producer, but also had acquired a lease from Triangle Pictures on the huge studio at Culver City, which is now known as M-G-M studio. With the help of J. Robert Rubin on the legal problems, Mayer went into negotiation with Loew, and in 1924 Metro-Goldwyn-Mayer was formed.

M-G-M and Mayer were on the way to new successes. "L.B.," as he became known, developed his own talents as an actor who could smooth the ruffled feelings of any temperamental star. In 1933, when the banks were closed, he reached new heights of emotional persuasiveness by inducing all the contract players to take 50 per cent cuts in their salaries at a mass meeting of the studio personnel.

Mayer claimed credit for the discovery of Greta Garbo while on a tour of Europe.

Interested in Politics

He liked to dabble in politics. In 1928 he was a delegate to the Republican convention which nominated Herbert Hoover. They were friends for a number of years. For a long period he was vice-chairman of the Republican State Committee of California, but during the New Deal he went into eclipse as a politician.

Prior to his resignation from M-G-M in August 1951 he was seven times president of the Association of Motion Picture Producers and was a leader in a variety of patriotic and humanitarian activities. He received a special Academy Award in 1950 for leadership services in the motion picture industry.

'Great Leader, American,' Says AMPP of Mayer

From THE DAILY Bureau

HOLLYWOOD, Oct. 29. — B. B. Kahane, acting chairman of the Association of Motion Picture Producers, speaking for the organization today paid tribute to the memory of Louis B. Mayer in these words:

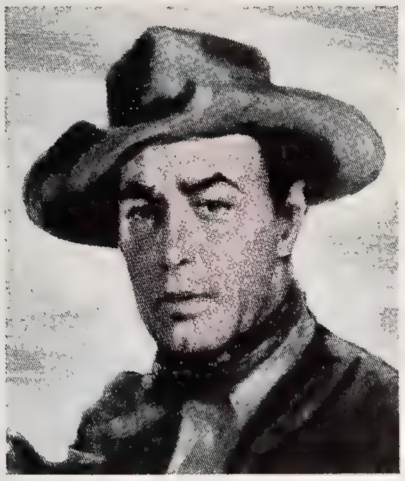
"We join the whole industry in mourning the loss of one of the great pioneers of motion pictures. In his eight years as president of AMPP he was personally responsible for building the association into a major force in the industry, and in directing that force toward the greatest good of the industry.

"More recently, as the industry's elder statesman of Hollywood, he gave guidance which will be missed sorely. He was a great leader, great American, and in our industry a great builder who made motion pictures an important influence throughout the world."

TO THE HONOR ROLL OF BIG WESTERN DRAMAS ADD M-G-M's

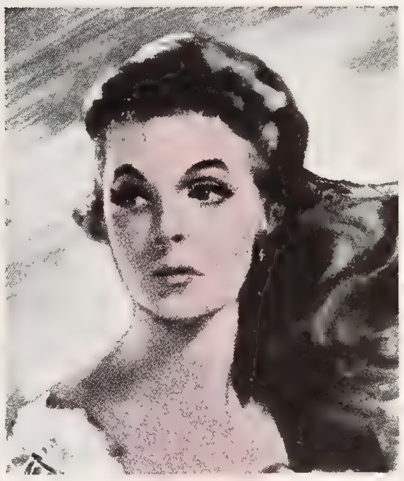
"SADDLE THE WIND"

The stars blazon the movie sky with memorable performances, the beauty of the Colorado Rockies is inspiring in CinemaScope and Metrocolor, the gripping story of the West thunders from the screen with suspense and passion!



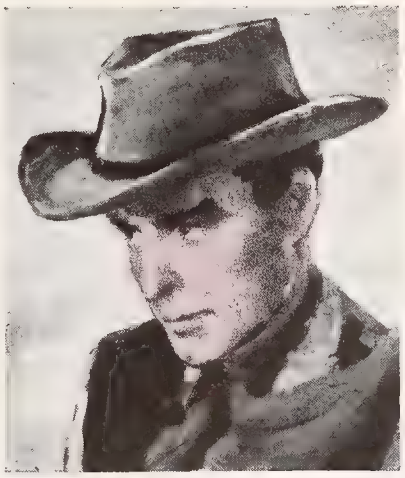
TAYLOR

Topping the tough dramatic roles that made him famous. Now greater than ever in "Saddle The Wind."



LONDON

The sultry song-star's fast growing popularity zooms with her appearance in "Saddle The Wind."



CASSAVETES

From Broadway and TV fame his stardom in films is now assured by his work in "Saddle The Wind."

* * *

M-G-M presents "SADDLE THE WIND" starring ROBERT TAYLOR · JULIE LONDON · JOHN CASSAVETES · Donald Crisp · Charles McGraw · Screen Play by Rod Serling · Screen Story by Thomas Thompson · In CinemaScope and Metrocolor · Directed by Robert Parrish · Produced by Armand Deutsch

A Metro-Goldwyn-Mayer Picture

Industry-Wide Anti-Toll-TV Meet for S. F.

Special to THE DAILY

SAN FRANCISCO, Oct. 29.—Management and labor will get together here on Nov. 6 to discuss the threat of impending toll-TV on the film industry.

Representatives of the Northern California Theatre Association and the Theatrical Federation of San Francisco are sponsoring the early morning meeting in the Coronet Theatre, where Mike Todd's "Around the World in 80 Days" is nearing a year's continuous showing.

Speakers scheduled for the anti-toll-TV rally are William P. Sutherland, secretary-treasurer of the Federation, and Arnold Childhouse, a director of NCTA and executive of the United California Theatres circuit.

Both NCTA and the Federation are vigorously opposed to pay-TV. The 1200-seat Coronet is expected to overflow with theatre owners and managers and theatrical union members to hear what is expected to be the greatest blast against toll-TV ever sounded in this territory.

Suit Charges that Yates Broke Stock-Sale Pact

Claiming $2,700,000 in damages, Essex Universal Corp. filed suit here yesterday in New York Federal Court against Herbert J. Yates for breach of contract in refusing to sell his controlling interest in Republic Pictures Corp. to Essex.

Under the terms of an Aug. 28, 1957, agreement, Essex claims that Yates agreed to turn over to it by Sept. 18, 1957, 566,223 shares of Republic common stock. Republic reportedly promised to repay Yates an $800,000 investment of his in the company upon the sale of his stock.

If Yates had sold out to Essex, 37½ per cent of the deal would have been in cash, with the remainder to be paid in 24 monthly installments. The sale price was to be $8 per share.

Set 'Down Payment' For Mass Openings

Twentieth Century - Fox's "No Down Payment" opens today in 96 theatres in the New York metropolitan area in another of the film company's mass simultaneous openings. Twentieth previously released "Bernardine" and "Will Success Spoil Rock Hunter?" in neighborhood openings.

The
BIG ONES are
advertised in
LIFE

PEOPLE

Herman Finkelstein, general attorney for the American Society of Composers, Authors and Publishers, will have an article entitled "Copyright—the Author's Property" in the November issue of "Pan Pipes," the magazine of Sigma Alpha Iota, national music fraternity.

□

Mrs. Martin Levine, wife of the general manager of Brandt Theatres, was chairman of tenth annual dinner-dance of the Manhattan Guild, Inc., to aid children's medical services in Israel, held in the grand ballroom of the Hotel Plaza yesterday.

□

Thomas A. McAvity, formerly an executive vice-president of the National Broadcasting Company, will join the corporate staff of McCann-Erickson, Inc. as a vice-president and general executive.

□

Brig. Gen. David Sarnoff, chairman of the board of Radio Corp. of America, in a speech yesterday at the third annual meeting of the Association of the U. S. Army, expressed the long-range view of the dangers inherent in the scientific advances of Soviet Russia.

Einfeld Sees Bergman On 'Inn' Promotion

Charles Einfeld, 20th-Fox vice-president, flies from Rome to Paris this weekend for conferences with Ingrid Bergman. The Academy Award-winning actress has just been signed to star in Buddy Adler's production, "The Inn of the Eighth Happiness." Einfeld will confer with the star on planned promotional activities on behalf of the multi-million dollar attraction.

The film executive will return to New York early next week to begin final promotional conferences on the company's two major holiday attractions: David O. Selznick's "A Farewell to Arms" and Jerry Wald's "Peyton Place."

Sperling, Yordan Buy Kling Studio Property

From THE DAILY Bureau

HOLLYWOOD, Oct. 29.—Milton Sperling, president of U. S. Pictures, and Philip Yordan, president of Security Pictures, jointly announced the purchase of the Kling Studio (formerly the Chaplin Studio) from Safeway Stores, Inc., for approximately $1,000,000.

Approve Sun. Films

FOREST CITY, N. C., Oct. 29. — "The city intends to stick by the results of the Oct. 22 referendum on Sunday amusements," according to Mayor Robert Blanton. The referendum, in which citizens approved Sunday movies, golf and swimming, is no legally binding because it was no called in response to a formal petition, it was explained.

United Artists Signs Schary

Dore Schary, left, signing his production agreement with Arthur Krim right, United Artists president. Standing is Robert Benjamin, chairma of the board.

(*Continued from page* 1)

correspondent for the Associate Press.

Arthur B. Krim, president of U.A announced the signing of the contract.

Before starting "The Gravy Train Schary will have a new play o Broadway, "Sunrise At Campobello, at the Cort Theatre. This story i based on former President Frankli D. Roosevelt's battle with polio.

'Film Renter' 'Cinema' Combined in London

From THE DAILY Bureau

LONDON, Oct. 29 (By Cable)—Directors of the "Daily Film Renter and "Today's Cinema" have announced that the two trade journal will be merged November 11 into single daily.

Sam Harris will be editor-in-chie with Bernard Charman as editor publishing five days weekly. Harri is currently managing director o "Cinema" and Charman is editor o the "Renter."

The "Renter" bought out "Cinema," with Harris retaining a financial interest in the new paper. Thi merger means there will be only on daily, one weekly in the Britis trade paper field. The merged pape will continue publication of the British Film and Television Year Book

The British merger follows closel on the merger of The Exhibitor, published by Jay Emanuel in Philadelphia, and Showmen's Trade Review published by Mrs. Charles E. Lewis The new title will be "Motion Pictur Exhibitor."

Pajama Gain!

Hey there!

This is not small talk . . . so let us button-hole you for just a moment.

It was more than a seven-and-a-half cent raise and the cost of steam heat that blew the price of pajamas up to the top! According to figures from the U.S. Department of Labor, Bureau of Labor Statistics, pajamas are up 178 per cent since 1940!

Compare these figures to the small increases, if any, that some of you have given the Prize Baby during this same period.

Yes, the Prize Baby has been hit by the cost spiral—just as you have—but continues to deliver the tops in service for the bottom dollar!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

NewCompany

(*Continued from page* 1)

at a press conference in New York yesterday.

Panavision, Inc., developed and manufactures anamorphic cameras, lenses, printing lenses for various wide film processes, variable anamorphic projection lenses, the Panavision-Simplex projector conversion for 70mm and other products in related fields.

The first picture of the new company, budgeted at $2,000,000, will be produced by David Lewis, who produced "Raintree County" for M-G-M. It is based on Kathleen Dickenson Mellen's historical novel, "The Magnificent Matriarch." The scenes will be made in Hawaii.

35mm. After One Year

The film will go out on a roadshow basis, with about 25 projection installations planned on a rental basis for projection on 60-foot screens. After one year the picture will be made available for 35mm release.

"Ben Hur," being produced by Sam Zimbalist for M-G-M in the Gottschalk 70mm process, will be roadshown using the wide film equipment, Gottschalk said. "Raintree County," which was filmed in the 70mm process, has not yet been exhibited on that equipment, the prints now in use being 35mm CinemaScope.

Court Names

(*Continued from page* 1)

Powell, accountant appointed by the court, who said the main problem was the division of the liabilities (including the funded debt) and the assets. He believed "it will be possible to arrive at a solution in the next several weeks" as the parties on both sides have been working in a cordial atmosphere. He said he received every cooperation from the directors of Loew's, Inc., as had been directed by the court back in July.

Karl Pettit, a director of Loew's Theatres, said they have been studying how to make two "sick" companies "well." He thinks they are in the best position they have been in in months and that the climate and relationship since July has changed (for the better). He sees a solution by the end of the year. Robert H. O'Brien, financial vice-president of Loew's, Inc., concurred.

In summing up, Judge Palmieri said apparently "a great deal of useful work has been done, although it is difficult (now) to assess the value of their efforts." A tentative date of January 15 was set by him for the final hearing.

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TRADEWISE

By ONLOOKER

ECENTLY, an erroneous report that Radio City Music Hall was contemplating a change of its film-stage and musical production policy was published and gained wide circulation. Soon letters began pouring into the Music Hall executive office from all parts of the country urging that no change be made and, in most cases, explaining that the Music Hall was uppermost on the writer's list of things-to-do on a visit to New York and, in the case of those already familiar with the Music Hall, expressing the pleasure the theatre and its entertainment policy had given the writer. . . . The incident served to demonstrate anew the unique position that the Radio City Music Hall holds among theatres. Far from being merely a mid-town Manhattan showplace, or the preeminent theatre in the theatrical capital of the world, the Music Hall belongs to America, even to the world, for its patronage numbers visitors from far places, United Nations personnel, numerous foreign diplomats. . . . The Music Hall soon will observe its 25th anniversary, and for all but a short, early period of its quarter-century of operation it has pursued the same, basic show policy. Russell Downing, president of Radio City Music Hall Corp., points out that the theatre is not wedded forever to an unchanging entertainment form. He notes that, while the basic formula has remained, many production innovations, seasonal and otherwise, have been introduced into Music Hall presentations over the years. . . . It is not improbable, he observes, that more will be added from time to time in the future—a mixed ballet instead of all-female, chorus groups, specialty numbers from abroad, are examples of the possibilities. Any such innovations would be additions or refinements to the Music Hall programs, but hardly policy changes. It is apparent the public wants the Music Hall exactly as it is. When the public is ready for a change, you can be sure the Music Hall will be, too.

IT WOULD SEEM that theatres will continue to be the principal source of film revenue for a long, long time to come. That, in itself, makes the recent suggestion of Illinois Allied's Jack Kirsch that distributors guarantee theatres a five to 10-year clearance over television one that should be acted upon affirmatively and with a minimum of delay. . . . The Kirsch suggestion is a direct method of correcting that false but costly impression held by the public that all Hollywood films will be available on television—free or pay—within a matter of months. . . . An August Sindlinger survey showed that more than one in every five potential film patrons considered going to a theatre, but remained away, for that reason. . . . Unless gaps of that kind are plugged fast, the attendance decline will continue unchecked. . . . Smart showmen are talking about Al Zimbalist's new production, "Baby Face Nelson," starring Mickey Rooney as the desperado. Made on a modest budget, it is said to promise stout returns to theatres and its distributor, United Artists. Loew's circuit has booked it across the country, for example. Zimbalist, in production since 1950, was a former Warner Bros. Pictures and Theatres publicist, and winner of a Quigley quarterly silver award for showmanship in 1937.

BENNIE BERGER may jump back into the exhibitor organization wars if the Allied States convention this week authorizes a switch back from a cooperative policy to the traditional Allied militancy, his associates up Minneapolis way believe. Berger left North Central Allied last year when it and national Allied chose the path of sweetness and light. . . . A mid-continent showman visiting in New York dropped into this editorial sanctum the other day and observed that he had attended three regional exhibitor conventions of late, at each of which he learned how to cook hamburgers, sell hot dogs, install narrow sprocket holes, and had the finer points of conciliation and arbitration explained. But at none of them, he complained, did he get the information which he hopefully went to them seeking—some ideas of how to get people back into his theatres.

Telemovie

(*Continued from page* 1)

posed test cities because, he
"applications for the required mu
pal franchises have not been proce
yet." He said, however, that all
cities are "closed" situations
Bartlesville, but are unlike it in o
respects.

Bartlesville may not be an ideal
town in that its residents are al
average in the matter of income
spending, Shapp said. He adde
great deal more to what has

Milton Shapp

Herbert Barne

known about Telemovies, particul
in the areas of rates, methods,
programming. Of some 70 Bartlesv
subscribers who cancelled the serv
after the first three months, bef
the present monthly charge of $9
went into effect, a large number g
as their reasons their feelings t
the programs were not varied eno
for children.

Children's Programs Planned

Video Circuit, which was condu
ing the Bartlesville test, is attempt
to remedy that objection by add
Saturday and Sunday matinees
children, and will add more of th
later, Shapp said.

Herbert Barnett, of National Thea
Supply Co., which provided the B
tlesville equipment, was anot
speaker at the cable theatre semin
He said that all other questions c
cerning Telemovies will fall into l
once it is learned whether or not
public will pay for it and continue
pay.

Shapp said the International Te
meter experiments in Palm Sprin
have proved costly in consequence
the need to service subscribers' se
When something went wrong with
set, during, and for some time af
the experiment, the trouble was
tributed to the decoding attachme
Shapp said. Scrambled broadcasti
will cost more than cable theatre
erations because of billing costs a
operational problems, Shapp adde

Theatre Grosses Unaffected

There has been no noticeable eff
on theatre boxoffices in Bartlesvi
while the Telemovies test has been
progress. Shapp said that his critici
of the motion picture industry tod
is that "different components all a
fighting for a bigger share of t
available dollar instead of uniting
increase the number of industry d
lars available."

oob Favors ·Year Plan

(*Continued from page* 1)

year plan, he told the delegates. Ve've spent a long time getting this mess," he stated; "it'll take uphill work to get out of it. one danger is that we will get impatient for quick results. We accustomed to living from show how; we want to see the line ie boxoffice after we run an ad. institutional or public relations paign to re-establish a habit 't work that way. At least it r has in any other industry. I we will soon start doing the s we should have begun 10 or ears ago."

Report by Myers Request

request of Abram F. Myers, 's talk was in the form of a re- on the progress of the business- ing and public relations program ite. At the start Doob said no ram would have a chance for ss unless exhibitors are in the to support it.

ter detailing the steps leading o the adoption of the slogan, More Out of Life . . . Go Out A Movie," Doob sketched the for industry sponsorship of the ist of the Academy Awards ionies. The sponsorship will be lete, even including the 35-sec- station break. Last year, under nobile sponsorship, the program n estimated audience of 56,000,- Under the new arrangement it pected the audience will reach 0,000.

Calls for a Trailer

should be a demonstration that ndustry is "very much alive," he red. He urged exhibitors to use nned trailer on the show, even h it may seem like competition theatres. Some have inquired her the program could be put on re screens by closed circuit tele- 1. This can't be done if admis- is charged, he stated.

ans are now in work for an emy Award Sweepstakes in ad- e of the Oscar awards. Nego- ns are under way for some im- nt prizes. The aim is to have ast 5,000 theatres participating. oob admitted there had been long s in getting the business build- program started, due to "the e of the industry." Other in- ies have the same problem, he red.

We Don't Have the Money"

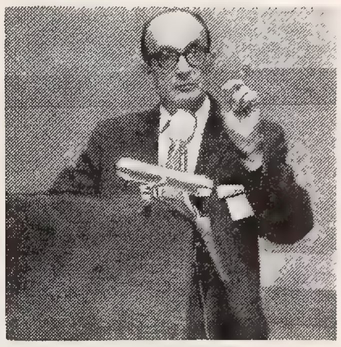
Ve don't have the money and we only now getting close to de- g how we would spend it if iad it," he explained.

ie Council of Motion Picture nizations has a 11-point program a budget of around $500,000. e of these projects are in opera- with funds provided by the A, pending approval of the final idustry budget. About $500,000

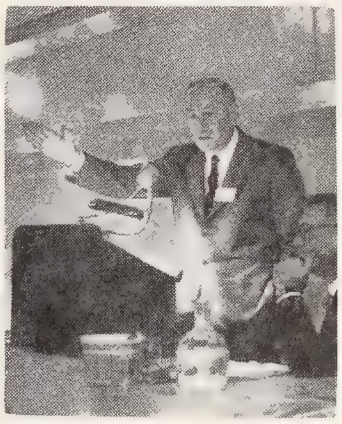
Faces in the

[M. P. Daily Report: Floyd Stone]

FROM DETROIT, top picture, are Daniel Lewis, Alden Smith, and Milton London; and behind them R. D. and R. J. Ashmun, Corunna, Mich. Above, Sid Stern and Bill Infald; and, right, Jack Unger, Harry Lowenstein, and Irving Dollinger, all of New Jersey. Right, Harry and Morris Frankel of Pittsburgh; and, below, Mr. and Mrs. George Wasko, Portage, Pa., and Rube Shor of Cincinnati and Jack Kirsch of Illinois, with, rear, Floyd Price of Newark, O., and Herb Lubin, of New Jersey.



ALLIED LEADERS in harangue, and debate at yesterday's convention at Kiamesha Lake. The faces here are those of president Julius Gordon, top, with counsel Abram F. Myers; of Horace Adams, Ohio Allied head, above; and of Ben Marcus, of Wisconsin, right.



. . . Crowd

Allied Favors Academy TV

(*Continued from page* 1)

too few of the pictures entered had been played in the nation's theatres.

Doob told the convention that prizes such as completely furnished homes and automobiles are being promoted for the Sweepstakes and that they would be certain to win the public's interest. He said it will cost from $100,000 to $150,000 to have contest ballots tabulated, and conceded that the widest possible exhibitor cooperation is needed.

Doob also disclosed that the business building program contemplates the use of weekly ads of 300 line size, costing approximately $1,750,000 a year.

In a discussion which followed, Wilbur Snaper of New Jersey Allied expressed himself in favor of institutional advertising by the industry "if the copy used is interesting enough to make me want to read it." He criticized most motion picture advertising as "static and stale," and advocated more regional and cooperative advertising.

The convention, which ran late into the afternoon, heard only Jack Kirsch, president of Illinois Allied, on subject of Paramount Pictures' acquisition of the Esquire Theatre in Chicago. Kirsch said that he doesn't want a big company as a competitor and warned the delegates that if they refused to pay film rental terms they not only may be denied the pictures but also may find a distributor purchasing theatres in opposition to them.

Cites UA's Acquisition of Two

Kirsch said he had been surprised to learn that Paramount was free to acquire theatres, and now learns that RKO Pictures, United Artists, Universal and Columbia also have no legal restraints in acquiring theatres. UA, he pointed out, has just concluded arrangements to operate the Astor and Victoria theatres in New York.

is being held back to cover various other public relations projects.

Distribution and exhibition will have to share the cost 50-50, he stated, and added: "If everybody carries his proper share of the load, the burden won't be too heavy for anyone."

Gordon Calls Extra Session

Special to THE DAILY

KIAMESHA LAKE, N. Y., Oct. 29. —National Allied president Julius Gordon has called a special convention session for tomorrow morning to meet as a forum on business building ideas. He named a committee to select the best idea presented and to award a $100 cash prize to its author.

The final convention session tomorrow afternoon will hear a report by Abram F. Myers, board chairman and general counsel of industry arbitration negotiations, as well as film clinics reports and discussions.

Pepsi-Cola sponsored a night-club party for the conventioneers tonight. National Carbon will sponsor the president's cocktail party tomorrow, and the Coca-Cola Co. a champagne banquet.

N. J. Ayers Promoted

Norman J. Ayers, Warner Bros. Eastern district manager, has been promoted to the post of assistant to Jules Lapidus, Eastern and Canadian division sales manager.

GUESS WHO?

Of course it's Joe Vogel who rose from usher to President of Loew's Inc. and now is being honored by the industry he has served so well.

Join your friends on Monday, November 25th at the Waldorf-Astoria for a wonderful industry party!

MOTION PICTURE PIONEERS 19th ANNUAL DINNER

Honoring Joseph R. Vogel, Pioneer of the Year

TICKETS (*for members only*) $20 each. Send your check today to George Dembow, National Screen Service, 1600 Broadway, New York City. Let's make this the best yet!

R VIEW:

All Mine to Give

RKO—Universal

I AT SUCCESSFUL scriptwriting team of Dale and Katherine Eunson h gone back to his family history for the basis of this emotionally p ent saga of a pioneer family in the backwoods of mid-19th Century sconsin. Though their script is sprawling and the pace often extremely w, "All Mine to Give" is a sincere, appealing depiction of faith and rage, guaranteed to move all but the hardest of hearts.

n outline the plot is more or less period soap opera. That the film s several substantial notches above this level is due to the general esty of the script and the top quality of the performance by the s, Cameron Mitchell and Glynis Johns, and especially by six won- ful youngsters, Rex Thompson, Patty McCormack, Steve Wooten, tch Bernard, Yolanda White and Terry Ann Ross.

The film traces the fortunes of Mitchell and Miss Johns, a Scotch nigrant couple, from the time they arrive in the rugged Wisconsin k country until some years later, after their deaths, their six orphaned ldren are put out for adoption. Because the story is almost completely hout dramatic shape, interest tends to rise and fall with the various sodes. And, indeed, the focal point of the film, about three quarters the way through, shifts from Mitchell, who dies of diphtheria, to the year-old son, Rex Thompson.

When Miss Johns dies shortly afterwards, the boy has the burden finding foster homes for his brothers, sisters and himself. It's this sode which suggested the name for Eunson's original story, "The y They Gave Babies Away," and which provides the film with its st poignant and even its funniest moments. There won't be a dry in the house at the fadeout.

The film is a natural for the family trade, with the note, however, t very young children might find the "orphaning" of the kids in the ture a rather harrowing business. Sam Wiesenthal produced and en Reisner directed the RKO Radio picture which Universal is dis- uting. The Technicolor photography is good.

nning time, 102 minutes. General classification. Release, in January.

VINCENT CANBY

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ntracts, Options Set r Columbia Meeting

Nine directors will be elected and ployment contracts for A. Monta- , vice-president in charge of dis- ution, plus stock options for sev- l executives, will be up for ap- val at a meeting of the Columbia tures Corp. board of directors to held November 18 at the home ce, 711 Fifth Avenue.

The stock options are: Leo Jaffe, asurer, 5,000 shares at $16.7435; be Jackter, general domestic sales nager, 3,000 shares at $19 per re; Lacy W. Kastner, president of lumbia Pictures International Corp., 00 shares at $19; M. J. Franko- h, managing director of Columbia tures, Ltd., British subsidiary, 00 shares at $19; John Mitchell, e-president of Screen Gems, 1,500 res at $17.575.

The nominees for the board are: rry Cohn, president; A. Schneider, t vice-president; Leo M. Blancke, mber of the firm of Hemphill, yes & Co.; N. B. Spingold, vice- sident; A. Montague, vice-presi- nt; Donald S. Stralem, member of llgarten & Co.; Alfred Hart, pres- nt of the City National Bank of verly Hills, Calif.; Abraham M. nnabend, president of Hotel Corporation of America, and Ralph M. Cohn, vice-president and general manager of Screen Gems, Inc.

The proposed new contract for Montague, superseding his present contract, continues his salary at $2,500 per week. The contract is for five years, commencing June 1, 1958.

Reelection of Price, Waterhouse as company auditors is on the agenda for the meeting.

Report Good Response To German Film Week

Overflow crowds have been attending the daily afternoon showings at the German Film Week at the Museum of Modern Art here, according to Munio Podhorzer, Export-Union representative for the United States. He added that discussions are underway with members of the German industry regarding a German film festival in New York in the fall of 1958.

The special film week was the first concentrated effort on the part of the German industry to bring its films to public and trade attention in this country. None of the seven pictures shown has as yet been released in the U.S. The film week is being followed at the Museum by a cycle of German films dating from their beginnings up to this year.

Television Today

DuMont Lab. Profit $20,000 for Quarter

Special to THE DAILY

CLIFTON, N. J., Oct. 29.—Allen B. Du Mont Laboratories, Inc., today reported a profit of $20,000 for the third quarter of 1957 on sales of $10,302,000. For the corresponding quarter of 1956, on sales of $12,019,000 the operating loss was $1,041,000, which was reduced to a net loss of $439,000 after a tax carryback credit of $601,000.

For the nine months ended Sept. 30, 1957, the company reports a loss of $978,000 on sales of $30,151,000. For the corresponding nine months of 1956, the operating loss was $2,133,000, which was reduced to $923,500 after a tax carryback credit of $1,209,500 on sales of $34,490,000.

Plan CBS Fellowships For the Second Year

The CBS Foundation, Inc., again this year will provide eight Foundation Fellowships for persons engaged in radio and television news and public affairs to spend a year in background studies at Columbia University.

All members of the Selecting Committee who served the first year are again serving this year. They are: Lewis W. Douglas, former ambassador to Great Britain; Joseph E. Johnson, president of the Carnegie Endowment for International Peace; Byron Price, former executive news editor of the Associated Press; Prof. Henry F. Graff of the Department of History of Columbia.

One Man's TViews

By Pinky Herman

WITH "Wyatt Earp," "Maverick," "Sugarfoot," "Cheyenne" and "Colt .45" already weekly ABClicks, Warner Bros. will film another TV series, "The House of Wax." James O'Hanlon will script the 39 one-hour mysteries. . . . Just back from a successful trip to the coast, the McGuire Sisters have a busy sked ahead. Nov. 11th they return to the "Godfrey CBShow," guestrill Nov. 15 on Frank Sinatra's ABChorale, do a Perry NBComo stint in Dec., visit Dinah Shore's NBChevvy show Jan. 26 and on Feb. 10 start an engagement at the Starlight Roof of the Waldorf-Astoria Hotel . . . Dorothy Doane has just published a delightful Christmas Cantata for Children, "Hilli Hi Hilli Ho" for which Dorothy wrote both the words and music—a natural for recording. . . . "Have camera-will travel" is undoubtedly the credo of the "Face The Nation" CBStaffers. Produced by Ted Ayers, in association with Mrs. Beryl Hines and having as its Moderator Stuart Novins, the program starts its fourth year this Sunday during which time the principals have travelled 385,000 miles. . . . Dore Schary's original play, "Sunrise At Campobello," based on the life of Franklin D. Roosevelt will go into rehearsal Dec. 2. Schary will produce the show which will star Ralph Bellamy and slated for Broadway on F. D. R.'s Birthday, Jan. 28. . . .

☆ ☆ ☆

With the appointment of Sam Schiff as executive producer at Mutual Broadcasting System, Prexy Paul Roberts has acquired one of the industry's top-notch talent. Schiff spent 17 of his 28 years in broadcasting, as assistant to Ted Collins and associate producer of the "Kate Smith Show." That net also rates a national MBSalute for signing Kate Smith to a long-term contract which brings back the wonder team of Smith & Collins. . . . In addition to representing Robert J. Enders' new telefilm series, "The Best of the Post," (adapted from stories appearing in the Satevepost) Wm. Morris Agency will also handle two other Enders TV properties, "Manhunt" and "Espionage." . . . Add Bob Wilson quotes: "Only one thing worse than being talked about; Not being talked about." "One should never trust a woman who tells her age. A woman who would tell that would tell anything." Incidentally Wilson, who started his career at station WLBC, Muncie, Ind., has just completed his 20th year as newscaster. . . . Bobby Jones, handsome, young baritone, just signed to an exclusive pact by Poplar Records, left the 20th Century-Fox lot thespian chores to warble in Night Clubs. Managed by Sybil Carel, this "Jones Boy" is going places.

Sam Schiff

Pal Joey

IS A GASSER!

CHECK THE COLOSSAL GROSSES!

Capitol, N.Y. ***Biggest Since "Guys And Dolls"!***

Egyptian, L.A. ***New House Record!***

State Lake, Chi. ***Tremendous*** *in face of year's first snow*

From the Exhibitors' **Pal, Columbia !**

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

)L. 82, NO. 86 NEW YORK, U.S.A., THURSDAY, OCTOBER 31, 1957 TEN CENTS

losed Session Held

oew's Board leets Quietly; 3 of 19 Attend

ogel Stockholder Letter ledges Economy, Product

Directors of Loew's, Inc., met yes- day for the first time since the rmy stockholders' meeting of Oct. enlarged the membership from 13 19. Quiet prevailed throughout and votes were unanimous.

The session lasted slightly less than o hours. It began a few minutes af- Joseph Tomlinson, Samuel Briskin, uis Johnson and Stanley Meyer erged from the 15th floor elevator mptly at 2 o'clock.

Thirteen members attended—Joseph

(*Continued on page 2*)

4,006 to Relief Fund ia 'This Is Your Army'

A check for $4,006.46, representing net proceeds from the public serv- film, "This Is Your Army," will be esented today to Col. John T. Bar- t of the Army Relief Fund Service

(*Continued on page 2*)

ooperation, Not Militancy, ill Key to Allied Policy

Special to THE DAILY

KIAMESHA LAKE, N. Y., Oct. 30 llied States will continue its cur- tly eight-months-old policy of con- uctive action in the hope of im- oving theatre business and internal lustry relations, it became clear the annual convention here today.

A formal consideration of a switch ck to Allied's traditional policy of ilitancy actually was not considered the board at its meeting in ad- nce of the convention here, but any barbed criticisms and com- aints were aired nevertheless. How- er the nature of the resolutions opted at the closing session today early spelled a continuance of the operative policy adopted at the allas meeting early this year.

'Fast Write-Off' Plan OK'd As Allied Meeting Closes

Allied Back In Compo

Special to THE DAILY

KIAMESHA LAKE, Oct. 30.—Allied States proposes to resume membership in COMPO at or immediately following the next meeting, possibly in November, of the COMPO executive committee.

Following an exchange of telegrams between Julius Gordon, Allied's president, and Abe Montague, COMPO triumvir, this week, the Allied convention was informed that Allied's understanding with respect to two undetermined points has been unequivocally agreed to by COMPO triumvirs

(*Continued on page 5*)

Mayor to Present Award To Brandt at JDA Lunch

Mayor Robert F. Wagner will make the presentation of the third annual Human Relations Award at the Motion Picture Division luncheon of the Joint Defense Appeal next Monday at the Sheraton-Astor. Harry Brand will be recipient. Announcement of the Mayor's promise to attend was made by Robert S. Benjamin, general chairman of the JDA Division.

Urge Campaign to Get Tax Credit on Depreciation; Suggest Staggered Release System, Clearance on TV

By SHERWIN KANE

(Pictures on Page 5)

KIAMESHA LAKE, Oct. 30—The national Allied convention in its closing session here this afternoon unanimously approved the suggestion made by Julius Gordon for a campaign to obtain financial relief for theatres through accelerated depreciation write-offs.

In other resolutions the convention:

Urged distributors to divide the country into several zones and stagger releases of a number of pictures "so as to relieve the film shortage resulting from saturation bookings."

Protested the "bunching" of releases at holiday and vacation seasons, thus giving official Allied support to the campaign being conducted by Leonard Goldenson and Edward Hyman of AB-Paramount.

Urged that the release of pictures to television be subject "to reasonable clearance protection in favor of theatres."

"Deplored and condemned" the re-

(*Continued on page 5*)

Offer Plan To Arbitrate Clearances

Special to THE DAILY

KIAMESHA LAKE, Oct. 30 — Allied has offered a definite plan for arbitration of clearances in the industry arbitration conferences held to date, Abram F. Myers, general counsel, told the convention delegates here today.

Myers' suggestion was incorporated in a resolution passed by the convention yesterday afternoon which called for "the adoption of a plan for measuring and judging clearances in terms of the number of days elapsing between the close of the

(*Continued on page 4*)

Request for Chicago Pay-TV Permit Being Considered by City Council

Special to THE DAILY

CHICAGO, Oct. 30—Members of the city council went into session here today to consider a request from Harrison W. Hertzberg, Los Angeles attorney representing Telemovies Development Corporation, for a city franchise permitting operation of a pay-TV system.

City Clerk John Marcin, to whom formal request was submitted by letter, said that Hertzberg was asking for the franchise "to construct and operate a closed circuit pay-as-you-see television system throughout the city of Chicago." Under the proposed franchise, the city would permit Telemovies to install and maintain cables over public property and transmit programs through cables.

While details of the plan were not provided, Hertzberg wrote that Telemovies would provide additional information and appear in Chicago when necessary. In the letter of ap-

(*Continued on page 4*)

Attendance-Building Allied Session Theme

Special to THE DAILY

KIAMESHA LAKE, N. Y., Oct. 30. —The special session of the Allied States convention called for this morning by Julius Gordon, president, for the exchange of business building ideas was one of the most constructive and rewarding exhibitor conven-

(*Continued on page 5*)

Television Today Page 4

PERSONAL MENTION

CHARLES P. SKOURAS, president of United Artists Theatres, will leave here today for Detroit, where tomorrow he will receive the "Knight of Charity" award from the Missionaries of SS Peter and Paul.

•

CHARLES "BUD" BARRY, Loew's vice-president in charge of television, will leave here today for the Coast.

•

LEO PILLOT, exploitation manager for Rank Film Distributors of America, will leave New York today for Denver.

•

DAN S. TERRELL, M-G-M publicity manager, and CHARLES FELLEMAN, of the exploitation staff, returned to New York yesterday from Washington.

•

GEORGE MURPHY, public relations head at the M-G-M studio, and MYRNA HANSEN, who appears in "Raintree County," returned to the Coast yesterday from Washington.

•

SAM SPIEGEL, producer, will leave Los Angeles at the end of this week for Japan.

Buys Three Drive-ins

NASHVILLE, Oct. 30—R. M. Condra, Condra Amusement Company, Maxwell House, Nashville, has announced a sale of the Colonial, Bel Air, and Warner Park drive-in theatres, to Mark S. Cummins of Cincinnati, who has assumed immediate operation through three corporations—Colonial Amusement Company, Bel Air Amusement Company, and Warner Park Amusement Company. Condra retained ownership of the sites of the Colonial and Bel Air, but sold the Warner Park outright. The price was approximately $500,000. Charles Kurk, general manager for the past year, and other personnel of all three theatres are being retained.

Guide for "Escapade"

Universal-International has prepared a special guide for classroom discussion of "Escapade in Japan," following a series of screenings of the film for education representatives from all sections of the country. The guide stresses Japanese geography, civics, art, history, the school community and the Japanese way of life.

Loew's Board Meets Quietly

(*Continued from page 1*)

R. Vogel, president; George J. Killion, member of the executive committee; Robert H. O'Brien, Benjamin Melniker, Charles Braunstein, Charles H. Silver, Francis W. Hatch, J. Howard McGrath and William A. Parker, all Vogel supporters, and Samuel Briskin, Tomlinson, Louis Johnson and Stanley Meyer.

Absentees were: Ellsworth C. Alvord, K. T. Keller, Ray Lawson, John L. Sullivan, Bennett Cerf, Omar N. Bradley.

Cerf was on a lecture tour, Bradley was ill, and Alvord was in Japan.

The executive commitee, which has included only Vogel and Killion in recent months, was restored to its former size by the addition of William A. Parker and John L. Sullivan. None of those present could answer questions at the close of the meeting, but said all votes were unanimous.

Two Dividends Passed

Vogel announced that the first and second quarterly dividends of the new fiscal year which started Sept. 1 would not be paid. This was the first time since the company was organized in 1924 that a dividend had been passed. The usual rate is 25 cents per quarter.

The dividend money will be used to maintain the company's cash position and for investment as needed in new productions.

Copies of a letter from Vogel to stockholders were given to the press. Among other things, it said:

"We propose to take every step to achieve further economies, which would be real economies and not diminish revenue. I assure you that every asset, every department will be scrutinized carefully so that cash will not be paid out except as it benefits our operation.

"In my opinion, Loew's has for distribution, between October and March, more boxoffice pictures than it has had in the past three years. Pictures such as 'Les Girls,' 'Raintree County' and 'Jailhouse Rock' are currently proving themselves in many engagements. Other pictures completed, or near completion, can be praised without reservation.

Enthusiastic About 'Ben Hur'

" 'Don't Go Near the Water' will follow 'Les Girls' at the Radio City Music Hall. I have seen 'The Brothers Karamazov' and believe this will be an outstanding film. 'Merry Andrew' ranks with the best of Danny Kaye pictures. 'Gigi', by the authors of 'My Fair Lady', is a wonderful, tasteful film in the best tradition of our trademark. From the many other pictures of merit that could be named I will mention only one which will become a new milestone in the industry. I refer to 'Ben Hur', which will be directed by William Wyler.

"Every division of the company, other than the picture division, is making more money this year than last. With the new films which the present management is producing; with the increase in use of the studio for TV, and our success to date in selling these TV subjects, I believe we are building a solid foundation for the future."

Louis Nizer, special counsel, attended the meeting. At 3:52 P.M., Tomlinson, Meyer and Hatch left.

Ten Rank Features Set In Three Ohio Cities

Ten features from the Rank Organization will be released in the Columbus-Dayton-Cincinnati area during November and December, according to Irving Sochin, general sales manager.

The Columbus dates are: "The Third Key," at the Drexel, Nov. 2; "An Alligator Named Daisy," also at the Drexel, late in November, and "Pursuit of the Graf Spee," Palace, in mid-December.

Dayton dates are: "An Alligator Named Daisy," Art, Nov. 13; "The Spanish Gardener," late November; "The Third Key," Victory, Nov. 8, and "Pursuit of the Graf Spee," Keith's, mid-December.

Cincinnati: "Reach for the Sky," Twin Drive-In, Nov. 3; "An Alligator Named Daisy," Esquire, Nov. 27; "Pursuit of the Graf Spee," Palace, mid-December.

Settle Salt Lake Suit Out of Court

Special to THE DAILY

SALT LAKE CITY, Oct. 30—Two anti-trust suits for a total of $1,950,000 brought by the Villa Theatre Co. against Paramount Intermountain Distributors and AB-Paramount, were settled out of court today. The suit had gone to a jury three times.

The original suit was filed in 1952 against the present defendants, and others. The first trial in the court of Federal Judge Willis W. Ritter ended in a verdict for the plaintiffs in 1953, but on appeal to the Circuit Court of Appeals in Denver this was overruled and the case was sent back to Federal District Court in Salt Lake, where two jury trials were conducted without final judgment.

The out-of-court settlement today came on the eve of the fourth jury trial. Amount of the settlement was not disclosed.

$4,006 Check To Relief Fund

(*Continued from page 1*)

in behalf of the Council of Motion Picture Organizations, which sponsored the distribution in cooperation with the sales managers of all major companies.

The presentation will be made this afternoon by Alex Harrison, chairman of the sales managers committee of the Motion Picture Association of America in the offices of 20th Century-Fox. The film was produced for the Army by Fox Movietone News.

AA Acquires Foreign Films for Latin America

Allied Artists International Corporation has initiated a policy of acquiring selected European films for Latin American distribution, Norton V. Ritchey, president of Allied Artists International, announced yesterday. "Thi new policy," Ritchey stated, "is th result of successful test releases o both French and Italian films in Lati America."

Allied Artists do Brasil, a wholl owned subsidiary of AA International tested the French and Italian film and also has taken on the distributio of the first two Italian pictures unde the new policy—"The Railroader" an "The Sublime Moment."

Tribute to Alice Gorham

DETROIT, Oct. 30.—Members o the Women's Advertising Club of thi city met Wednesday at a luncheo in the Ford Auditorium and paid tribute to the late Alice N. Gorham, former publicity and advertising directo of United Detroit Theatres, who die recently. The tribute was presented b Mayor Louis C. Miriani and Mary V Beck, president of the Detroit Common Council. Miss Gorham was charter member and past president o the Women's Advertising Club.

Joan Collins to Tour

Joan Collins, co-star with Rober Wagner in 20th Century-Fox's "Stopover Tokyo," will make personal appearances in five key Eastern an Midwest cities, starting Sunday. Sh will visit Chicago, Milwaukee, De Moines and Minneapolis, in additio to New York.

'Paths' to Bow Dec. 1

United Artists "Paths of Glory" wil have its American premiere at th Fine Arts Theatre, Los Angeles, o Dec. 19. The world premiere of th film will be held tomorrow in Munich West Germany.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten
National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor
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Single copies, 10c.

Once you've seen 'Sayonara' you've seen the greatest!

SPECIAL THEATRE TRADE SHOWINGS NOVEMBER 4.

ALBANY
Madison 2:00 PM

ATLANTA
Fox 10:00 AM

BOSTON
ALLSTON, MASS
Capitol 2:00 PM

BUFFALO
Niagara 2:00 PM

CHARLOTTE
Carolina 9:30 AM

CHICAGO
Century 10:30 AM

CINCINNATI
Esquire 2:00 PM

CLEVELAND
Colony 2:00 PM

DALLAS
Palace 9:15 AM

DENVER
Ogden 1:30 PM

DES MOINES
Uptown 1:30 PM

DETROIT
World 2:00 PM

INDIANAPOLIS
Uptown 1:30 PM

JACKSONVILLE
St. Johns 9:00 AM

KANSAS CITY
Brookside 1:30 PM

LOS ANGELES
Fox Boulevard 1:00 PM

MEMPHIS
Warner 9:30 AM

MILWAUKEE
Alhambra 10:00 AM

MINNEAPOLIS
Terrace 2:00 PM

NEW HAVEN
Roger Sherman 10:00 AM

NEW ORLEANS
Orpheum 9:00 AM

NEW YORK
Criterion 10:00 AM

OKLAHOMA CITY
Midwest 9:30 AM

OMAHA
Dundee 1:30 PM

PHILADELPHIA
Logan 11:00 AM

PITTSBURGH
Schenley 11:00 AM

PORTLAND
21st Ave. 2:00 PM

SALT LAKE CITY
Center 9:30 AM

SAN FRANCISCO
Alhambra 2:00 PM

SEATTLE
Egyptian 2:00 PM

ST. LOUIS
St. Louis 2:00 PM

WASHINGTON
Ambassador 10:00 AM

MARLON BRANDO
IN
SAYONARA

Filmed in Japan in the never-before-seen beauty of TECHNIRAMA®
and TECHNICOLOR®

CO-STARRING
PATRICIA OWENS · RED BUTTONS · RICARDO MONTALBAN · MARTHA SCOTT · MIYOSHI UMEKI · JAMES GARNER

presented by WARNER BROS.

PRODUCED BY **WILLIAM GOETZ** · DIRECTED BY **JOSHUA LOGAN** · BASED ON THE NOVEL BY **JAMES A. MICHENER** · SCREEN PLAY BY **PAUL OSBORN**

AND INTRODUCING FOR THE FIRST TIME
MIIKO TAKA

Song SAYONARA Words and Music by IRVING BERLIN MUSIC BY FRANZ WAXMAN

Television Today

Chi. Pay-TV

(*Continued from page* 1)

plication, Hertzberg said, "Telemovies Development Corp. has been developing in the West and is now —in the process of extending Eastward."

Marcin said that the request will probably be referred to the city's utilities committee, and subsequently to a special committee made up of members of various other city hall committees.

Has California Permit

Earlier this month in Hollywood, Hertzberg said that Telemovies had received a franchise for operation of a closed-circuit system in Riverside, Calif. At that time, he also said that the franchise specifically provided for the Telemeter system to be used, and that a deal had just been concluded by Telemovies with Skiatron TV, Inc. for the latter company to provide programming for the system.

Contacted in New York, officials of Skiatron TV, Inc. and International Telemeter Corp. denied knowing anything about Telemovies Corp. or its interests.

CBS Education Program

"The Faces of War" will be the second of four programs to be presented jointly by WCBS-TV and the Metropolitan Educational Television Association.

Featuring Mark Van Doren, Margaret Mead, Earle Hyman and Cynthia Gooding, the program will be telecast Sunday, Nov. 10, at 3:30-4:30 P.M., and will be produced in cooperation with the New York Public Library.

PEOPLE

Sam Q. Weissman has joined the art staff of The Monroe Greenthal Co. He was formerly senior creative visualizer at Warner Bros.

□

Frank Quinlivan, in recent years was associated with the George J. Gammel circuit, Buffalo, in booking and operations, has been appointed zone manager for Dipson Theatres. He succeeds **Richard T. Kemper** in that post. Kemper has retired and is moving to Florida.

□

U. S. Senator Wayne Morse of Oregon will deliver the keynote address at the annual Queens community-wide dinner in behalf of Joint Defense Appeal on Thursday, Nov. 7, at the Glen Oaks Club, Little Neck. The event will also launch an intensive drive to help Joint Defense Appeal raise the national total of $5,600,000 in behalf of its constituent agencies, the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Many Oppose Toll-TV In Bartlesville: Langer

From THE DAILY Bureau

WASHINGTON, Oct. 30.—First returns on Sen. William Langer's (R., N. D.) letters sent to all subscribers to the Bartlesville wired subscription television test are overwhelmingly opposed to the service, the Senator said today.

97-to-8 Against

Langer announced he had received 81 postcards and 16 letters against toll-TV and only eight cards in favor of it. He expects to announce a daily cumulative total of the responses received from the 8,500 families to whom he wrote letters, Langer pointed out.

CBS Shifts Account Men

Three account executives have been transferred to new spots on the Columbia Broadcasting System's spot sales staff and a new executive has been added to the force by John A. Schneider, general manager of spot sales. Ray Beindorf, account executive in Chicago, has been moved to New York; Robert H. Perez has been transferred from San Francisco to Chicago; Frank Beazley moves to the San Francisco office from KNXT. Walter Moore joins CBS spot sales in the Atlanta office.

Hodgett to WPIX

E. James Hodgett has been appointed account executive for WPIX-11 Sales, it was announced here yesterday by John A. Patterson, station sales manager. Hodgett was formerly with CBS-TV Spot Sales Research.

Allied Pays Tribute To Charles Feldman

Special to THE DAILY

KIAMESHA LAKE, N. Y., Oct. 30 —A resolution noting the recent death of Charles J. Feldman, vice-president of Universal Pictures, and passed today at the convention of Allied States Association, reads as follows:

"Feeling keenly the great loss to the motion picture industry as a whole, and Universal Film Exchanges, Inc., in particular, caused by the sudden passing of Charles J. Feldman, the exhibitors assembled at the Annual Convention of Allied States Association of Motion Picture Exhibitors this 30th day of October, 1957, hereby resolve to express through an appropriate manner their deepest sympathy to Mr. Feldman's wife and family.

Clearance Plan

(*Continued from page* 1)

engagement of a picture in a prior-run theatre and the actual opening of the picture in a subsequent-run theatre in the same competitive area."

The resolution "commended and approved" the efforts made by Allied representatives on the Joint Negotiating Committee and urged all regional units to promptly consider them, so that the film companies, government agencies and consumer groups will know "where the exhibitors stand on this important matter."

First, Allied wants playdates written into contracts between distributors and exhibitors instead of the words "as available," because, as he phrased it, "nothing in the experiences of the past several years encourages us to believe that a branch manager and an exhibitor can agree upon when the latter shall receive a print of a better-than-average picture."

Umpire Suggested

Arbitration could supply an umpire to handle these problems, he declared. He indicated he favored an arbitration board consisting of one person named by an exhibitor, one by the distributor and a neutral arbitrator chosen by the other two. Two of the arbitrators would have backgrounds of motion picture experience.

"If there is to be arbitration of clearance, why not make the proceedings purposeful and effective by dealing with the actual waiting time between exhibitions of pictures?" he asked.

Myers wants the definition of clearances revised so that it will deal "with present day realities, and unlike the one now used, is not a mere reminder of things that used to be."

Text of Definition

The present definition reads that "the period of time stipulated in license contracts between runs of the same feature in competitive area, or which customarily occurs between prior run and subsequent run, shall be computed according to the number of days elapsing between the close of the prior run engagement and the opening of the subsequent run engagement."

He wants the arbitration draft amended so the arbitrators "can fix the maximum in terms of the intervening days between engagements in the theatres involved."

Myers Points Out Advantages

"In the past few years," Myers said, "more complaints have arisen over delayed availabilities than any other cause. Formerly subsequent-run exhibitors and small town exhibitors whose situations were keyed off larger towns could calculate with some certainty when a picture would be available to them. This was beneficial to them in many ways, enabling them to play pictures before they became stale and to book far enough in advance."

Allied Demands an Apolog For Blast by Mankiewicz

Special to THE DAILY

KIAMESHA LAKE, N. Y., Oct. —Actuated by the recent criticism theatre operation voiced by Josep L. Mankiewicz, who said that "m tion pictures can be shown just well in a living room as in a 2,00 seat barn," delegates to the Alli States convention here passed th following resolution:

"Inasmuch as Mr. Mankiewicz h profited greatly from the exhibitio of his pictures on the screens of th country, and since this is not th first time that he has made derog tory remarks concerning the exhib tion branch of the motion picture i dustry, we feel that he owes an ap logy to the exhibitors and that suc apology should be made promptl and publicly."

Urge Use o Conciliatio

Special to THE DAILY

KIAMESHA LAKE, Oct. 30.— recommendation that independent e hibitors generally and Allied State members in particular make the ful est use possible of the industry's co ciliation machinery when it become operative Friday highlighted the r port of Allied's Emergency Defens Committee by Irving Dollinge chairman, today.

Dollinger counseled exhibitors t make a record of their conciliatio cases to be sent to the regional as sociations and to National Allie headquarters "so that when we'v been tossed around long enough, w can take the record to the right peopl in Washington."

Dollinger said the subject of hi report was "Film Buying and Book ing in a Starved Market." "My com plete report," he said, "is, it's awful.

Found Much Criticism

He said that numerous industr practices had been criticized in bot the small and large town film clinic held here during the Allied conven tion. He said distributors now have new policy which he termed "a mer chandising policy to help you."

"It means of course that they ar entitled to a higher percentage. The began by asking 25 per cent and no 90 per cent on some films. That's 9 per cent of 50 per cent of the busines you formerly did."

Dollinger said some industry practices are "so stupid it's difficult to believe they originate from the top me of this industry." He said that television headliners were about to expir a few years ago when distributio companies rescued television by selling it their film backlog.

"In our business building program," he concluded, "we are now about to do the things we planned eight years ago. It's amazing."

Vrite-Off OK'd

(*Continued from page* 1)

ıtry of Paramount into exhibition rough its purchase of the Esquire ıeatre in Chicago.

Criticized the distribution pattern t up by Paramount for "The Ten ommandments" and urged that the ıcture be put in general release.

Recommended complete support , Allied members and regional as- ıciations of the plan for the industry ıonsored telecast of the Academy wards.

Passed a resolution of "support and ıcouragement" for independent pro- ıcers.

Urged all producers to make more ıctures in color.

The latter two resolutions were fered from the floor. The one on ıdependent producers made special ıention of American International ictures "for their contribution to- ard easing the product shortage by roviding pictures at reasonable ·rms."

Aid of Other Groups Sought

The action approving Gordon's ıggestion, made in his keynote ad- ress Monday, for accelerated write- f on theatre properties, retroactive ı effect but otherwise similar to ıat granted other businesses partic- ılarly in defense work, recommended ıat other exhibitor organizations be sked to set up a joint legislative ommittee to seek Government ap- roval of the plan.

In urging the staggering of re- ·ases by zones across the country, ıe resolutions committee, recogniz- ıg the problem involved with na- onally advertised pictures, suggested ıat the ad campaigns also be stag- ered insofar as possible to "afford test of the respective merits of na- onal and localized advertising." The lan was urged "at least on an ex- erimental basis."

Will Contact Producers

Also on the matter of releases the onvention said that "the feast or ımine practice of release schedules ıas precluded the steady return of he 'lost audience' and has contri- ıuted to the decline in attendance." ıegarding distributors' excuses that ıdependent producers demand re- ·ase of their pictures at these so- ·alled peak holiday times, the re- olution urged that steps be taken ı bring to the attention of such pro- ıucers the need for a steady flow of ıroduct.

The final resolution of the day ex- ıressed the convention's gratitude to ·idney E. Stern, general convention ·hairman and to the members of the ·onvention committee.

S-W to Pay 25 Cents

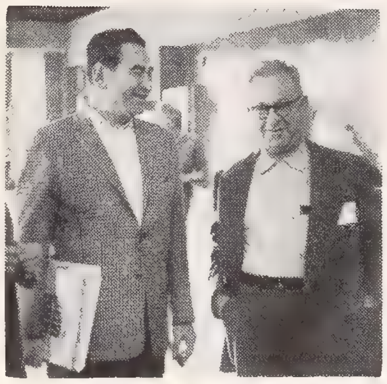
A 25-cent dividend has been voted ıy the board of directors of Stanley Warner Corp. It is payable Nov. 27 to ıolders of record Nov. 12.

Days of Debate • • •

at Kiamesha Lake produce the news you've been reading three days now, and the pictures you see here . . .

IN LINE, below: first picture, Sam Tannenbaum, Al Harwan, Ed Adleman, Herb Lubin, Mayer Adleman, all from South Jersey; second picture, Dick Turteltaub of the convention committee, Raphael Klein of Hunter, New York, and Sidney Franklin of Newark; third, Irwin Cohen, Louis Cohan, and Aaron Seidler, all of Baltimore.

BOTTOM ROW, far left: Tedd Mann of Minneapolis, George Granstrem of St. Paul, and Irving Sochin of Rank Pictures; center, Charlie Okun of Coca-Cola and Rube Shor; right, Mr. and Mrs. Mike DeAngelis and Mr. and Mrs. Joseph Stanzler, of Rhode Island.



[*M.P. DAILY report: Floyd Stone*]

Business-Building Theme

(*Continued from page* 1)

tion sessions in the memory of numerous veteran showmen and convention goers in attendance here.

For almost three hours and running in competition with a previously scheduled golf tournament for delegates an attentive and substantial group of exhibitors shared ideas, most of them tested and proven, for increasing attendance at theatres.

The golf tournament was reduced from 18 holes of play to nine in deference to the business building forum and attendance at the session increased steadily as more and more players completed their round on the links and made their way to the meeting. When it finally had to be adjourned for luncheon in advance of a crowded final afternoon business session, there were requests that it be given another hour after lunch. Marhall Fine of Ohio, presiding at the special session, explained that the convention schedule would not permit it.

A board of judges consisting of El Ornstein, Kentucky; Milton London, Michigan; Elmer Nolte, Maryland, and Richard Turteltaub, New Jersey, listed the scores of ticket-selling ideas presented and voted the $100 cash prize for the best suggestion.

The ideas presented covered a wide variety of patron-winning activities from the more or less standard premium giveaways to more ingenious special sponsored shows, from inducements to promote the sale of gift and volume ticket books to a compaign based on a psychologist's testimonial that attendance at a motion picture theatre is relaxation beneficial to mental and emotional health.

This afternoon a committee of judges awarded a $100 cash prize to Beverly Miller of Kansas City for what he termed his "Shop and Show" plan under which he sold blocks of tickets at reduced rates to local merchants who gave them to customers. The merchants received mention in trailers, programs and lobby cards.

Allied Is Back

(*Continued from page* 1)

Robert Coyne and Sam Pinanski, in addition to Montague, and will be recommended to the COMPO executive committee.

Ben Marcus of Milwaukee had been named Allied's representative on the COMPO triumvirate previously. Presumably, should COMPO's executive committee approve, he will replace Coyne, who will continue as COMPO special counsel, the position he had prior to Allied's withdrawal from the organization.

Will Consider Dues Collections

Apart from Coyne's status, the executive committee will also be requested to act on Allied's proposal that COMPO dues be collected by Allied regional organizations where they are established, rather than by film salesmen as heretofore. COMPO is understood to have no objection providing collections by exhibitors are no less than those which are made by salesmen.

20th ANNOUNCES

*for selected
engagements at
the holiday season...*

JERRY WALD'S

Peyton Place

CINEMASCOPE **COLOR by DE LUXE**

Prints available with MAGOPTICAL SOUND The best in Stereophonic Sound

STARRING

LANA TURNER

HOPE LANGE · LEE PHILIPS · LLOYD NOLAN

ARTHUR KENNEDY · RUSS TAMBLYN

DIANE VARSI · TERRY MOORE

PRODUCED BY JERRY WALD
DIRECTED BY MARK ROBSON
SCREENPLAY BY JOHN MICHAEL HAYES

another super-blockbuster... ..from 20th!

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

L. 82, NO. 87 NEW YORK, U.S.A., FRIDAY, NOVEMBER 1, 1957 TEN CENTS

st Action

llied Starts onvention oves Rolling

rdon Here to Seek her Organizations' Help

he curtain scarcely had rung
n on Allied States' 1957 conven-
when Allied leaders began busy-
themselves carrying out its man-
s, particularly those calling for
action with other exhibitor or-
zations.
lius Gordon, Allied president,
other officers came directly to
York from the convention hotel
iamesha Lake, N. Y., and started
wheels turning on the more ur-
resolutions adopted by the Al-
convention.
mong these are Gordon's own
to petition Congress for a re-

(*Continued on page* 5)

w England Allied r 'Orderly' Release

Special to THE DAILY

OSTON, Oct. 31. – At a special
utive session held today by Allied
tres of New England, Martin J.
lin, president, announced that the
nization has unanimously en-
ed the activities of Leonard Gold-
n and Edward Hyman directed
rd the orderly distribution of film
luct. It was also voted that a
p of representatives would attend
forthcoming meeting with dis-
tors in New York to support the
t. Allied Theatres of New Eng-
is unaffiliated with any national
nization and represents approxi-
ly 200 theatres.

rong Attends Rites r Louis B. Mayer

From THE DAILY Bureau

OLLYWOOD, Oct. 31 – With
e than a thousand persons at-
ling the services in Wilshire Boule-
l Temple, and as many or more
vding the street outside, final rites
Louis B. Mayer were conducted

(*Continued on page* 2)

Trade Is Ready and Eager For Start of Conciliation

By JAMES M. JERAULD

The new industry conciliation plan will go into effect today. All of the major company sales managers have sent letters to branch heads about it and some district and division managers have held conferences in the field.

Regional units of Theatre Owners of America were told by Herman Levy, general counsel, on October 2 that the plan is a "new system of relief," including complaints about high film rentals, and were urged to take advantage of it. Since that time the plan has been discussed at meetings of individual units and copies of it have been widely distributed.

Abram F. Myers, Allied general counsel, discussed it at the national convention at the Concord Hotel,

(*Continued on page* 4)

Sees Market Here for Top German Films

By FLOYD STONE

Adolph Herman next Wednesday will open at his 72nd Street Playhouse a German picture with English titles, and he and its distributor and the representative here for German producers said at luncheon held for the press yesterday in the Blue Ribbon, that they hope this begins a trend. This trend would be German pictures

(*Continued on page* 2)

Walter MacEwen Sells Huge Arizona Ranch

Special to THE DAILY

PHOENIX, ARIZ., Oct. 31–Walter MacEwen, former associate producer for Warner Bos. and Paramount, has sold his 12,000-acre ranch at the north end of Deer Valley for more than $1,000,000 to a syndicate of Arizona, California and Eastern investors operating as Anchor Trust Co.

MacEwen acquired the property in 1951 for cattle raising. He is reported to be negotiating for a new location.

Johnston to Hear MPEA Report Today

Eric Johnston, president of the Motion Picture Export Association, is expected to preside at a special meeting of the MPEA Foreign Managers Board here today.

A status report of the Spanish situation will be the subject of the meeting.

The MPEA also announced here yesterday that vice-president Robert J. Corkery will return here sometime over the weekend from his meetings with representatives of the various Latin-American nations.

Big City Manager Shows

Good Operation, Attention to Detail Can Build Neighborhood Patronage

By WARREN HARRIS

(A report on the special problems of some theatre operations in suburban areas, particularly those characterized by weekend attendance of preponderantly juvenile audiences, was published recently by Motion Picture Daily. *The following account of a more typical metropolitan theatre operation where the special problems cited earlier have been mastered or avoided, is presented to complete the report.–Ed. Note.)*

The success with which a big-city neighborhood theatre can become an active and vital part of the community was illustrated again yesterday when the manager of one of New York's largest and busiest suburban theatres detailed past and current efforts to build patronage and good-will.

Since the theatre first opened in 1929, the word "deluxe" has been stressed in every phase of its opera-

(*Continued on page* 3)

On Esquire

Showcases Aid Film Supply, Says Lightman

Exhibitor Defends Para. Purchase of Chicago House

Special to THE DAILY

MEMPHIS, Oct. 31. – "How any sane person interested in the welfare of the motion picture can object to Paramount acquiring a theatre in Chicago is beyond my wildest imagination," says M. A. Lightman, president of Malco Theatres, Inc.

He admits he is indignant over the objections raised by Abram F. Myers and Jack Kirsch and others before and during the sessions of the Allied States convention at Lake Kiamesha against the purchase of the Esquire Theatre as a showcase for its important product.

"The greatest harm ever done to the exhibitors of America was the divorce-

(*Continued on page* 2)

Sunday Film Societies Success in Toronto

Special to THE DAILY

TORONTO, Oct. 31. – Sunday movies may be legal on TV and in the Province of Quebec, but another form of Sunday shows is doing a bristling business in this city.

It is the film societies which hold

(*Continued on page* 5)

Film Industry Doctor Named as Specialist

Dr. Leon J. Warshaw, medical director of Paramount Pictures Corp., United Artists Corp. and ABC-Paramount Theatres, Inc., is among the first 50 physicians in the U. S. to have

(*Continued on page* 5)

Television Today Page 6

PERSONAL MENTION

CHARLES EINFELD, vice-president of 20th Century-Fox in charge of advertising-publicity, is scheduled to return to New York on Monday after a month in Europe.

•

Hugh Owen, vice-president of Paramount Film Distributing Corp., will return to New York on Monday from Jacksonville.

•

Al Zimbalist, producer, returned to the Coast from New York yesterday following conferences with United Artists executives.

•

Joseph Gins, Universal Pictures district manager in Boston, and **Norman Weitman**, branch manager in Albany, have returned to their respective headquarters from Gloversville.

•

Harold Hecht will arrive in New York over the weekend en route to London, Paris and Vienna.

•

Mel Frank, Paramount producer-director, will return to Hollywood over the weekend from New York.

•

Irving Wormser, sales chief of Distributors Corp. of America, has arrived in New York from the Coast.

New Press Books Liked, Lazarus Says

Comments from exhibitors in large and small situations are running strong in favor of Columbia's modernized "Forward Look" press books, according to vice-president Paul N. Lazarus, Jr.

Since Columbia announced its plan at the beginning of August and published its first "Forward Look" service manual for "3:10 to Yuma," new style books have been issued for six additional features, three feature reissues and one featurette. The largest book, eight pages, recently finished, is for "Pal Joey."

"One thing that particularly makes our department feel good," Lazarus said, "is that virtually all of the criticism that we have received has been constructive and is proving helpful to us."

As a consequence of requests by exhibitors, Lazarus said that fullsize reproductions of larger ads, which are not included in the new press books, would be available to exhibitors as soon as they ask for them.

Showcases Aid: Lightman

(*Continued from page* 1)

ment of theatres, the selling of pictures singly and the vicious bidding system," Lightman asserts.

"It is contended that Paramount will roadshow pictures in the Esquire and will run a picture for months. Is that bad? This takes the theatre out of the competitive market during that period. The pictures that the theatre would otherwise require would be available to other theatres. Also, a good picture still has a great deal of value left after having been shown at advanced prices.

Points to Telemeter

"Every exhibitor in America who wants exhibition to survive should shout from the housetops that we want every distributing company to own and operate a reasonable number of showcase theatres. Is it more sensible to force Paramount to seek revenue through Telemeter and forsake the theatres, or to encourage them to have a direct interest in exhibition?

"It is not my purpose to say that the producers should build new theatres. There are plenty of fine first-run theatres available.

"The one thing that is a 'must' to all of us is to seek ways and means to produce more and more good pictures. What possible way is more effective than to have the producer interested directly in exhibition?

"Suppose he does show his pictures in 30 or 40 theatres. There are still thousands of theatres clamoring for these pictures.

"And, by the same token, we exhibitors should lend our wholehearted support to the big circuits. They should not only be encouraged to produce motion pictures, but should be urged to do so.

Would Pass the Word Along

"Exhibitors should tell their local and national organizations that there is no single factor facing us today as important as finding ways and means of obtaining more pictures. It has often been said that there isn't anything wrong with the business that good pictures can't cure. Never has this statement been more truthful. We must have more good pictures, or we are doomed. Let's give those people who have the know-how a true incentive to make them. Let nothing, but nothing, deter us from this course."

German Films

(*Continued from page* 1)

which for Americans will be as attractive as French and Italian pictures, and for him and associates as successful.

Mr. Herman has been operating the house, between First and Second Avenues, for two years, on lease from Harry Brandt. It was a Translux. He also operates the Jewel, Brooklyn; the Art, Hempstead, and the Art and the Far Hills, Dayton, O.

His houses, here, he stressed, have been "sub-run." This is a chance to be foreign first run. He hopes the pictures will have some of the realism, the charm, the piquance and possibly even the sensuality which to the art patrons marks the product of other countries.

Says They've Made 200 Since 1955

Munio Podhorzer said for German producers that in the more than 200 they've made since 1955, they should sell here at least 12. Distributors have sold here even fewer French and Italian films per year, he insisted.

As for quality, he added he feels the Germans have solid virtues such as really good musicals and directorial integrity and technical excellence, and, he insisted, a sense of humor. He believes they have overcome a negativism; that is, they have to give the Americans a "Rififi" and several equivalents, and then they'll accept a "Captain from Kopenick." For almost 25 years, German pictures have been relegated to neighborhood houses, as he put it, but since 1955 they have been of a calibre that should have a chance.

"Cabaret" is the beginning picture. It is a musical by Willi Forst. It stars Paul Henreid, Fritz Schultz, others. Its English titles, like others in the schedule, were written in Switzerland, corrected here, inserted there.

Parade, Concert, Show For Boone on Nov. 12

A string of trotting horses pulling sulkies will parade down Seventh Avenue to the Roxy Theatre here on Nov. 12 as one of the several features of the entertainment world's tribute to Pat Boone and to "April Love," the 20th Century-Fox picture in which Boone stars with Shirley Jones. It is a story concerning racing.

The parade will be headed by the 65-piece band of Columbia University, of which Boone is an undergraduate. The band will give a concert in front of the theatre, where the film will be shown for one performance only. It will open at another theatre around Thanksgiving Day.

Throngs Pay Mayer Tribut

(*Continued from page* 1)

this noon by Rabbi Edgar F. Magni
The studios had observed a minut of silence immediately preceding th ceremony in tribute to the founde of M-G-M, who died Tuesday, age 72, following an extended illnes Private burial ceremonies followed Home of Peace Cemetery.

The temple service opened wit the singing of "Sweet Mystery Life" by Jeanette MacDonald.

Cantor Samuel Broude chante "El Molay Rachamin."

Spencer Tracy delivered a specia tribute, quoting from Genesis at th opening, "There were giants in thos days," and concluding with a quotation from Edwin Markham's "Lincoln, the Man of the People":

"And when he fell in whirlwin he went down

"As when a lordly cedar, gree with boughs,

"Goes down with a great shou upon the hills,

"And leaves a lonesome plac against the sky."

Eulogy by Rabbi Magnin

Rabbi Magnin outlined his lon acquaintance with Mayer, whic dated from the deceased's arrival i Los Angeles, and cited instances c his personal deeds as well as publi achievements.

The service closed with Rabb Magnin speaking "The Kaddish."

Survivors, in addition to th widow, are daughters Irene Maye Selznick, Edith Mayer Goetz an Suzanne Mary Mayer; sisters Id Mayer Cummings and Yetta M. Rieder; grandchildren Jeffrey Selznick Danny Selznick, Judy Goetz Sheppard and Barbara Goetz Clare nephews Jack Cummings, Gerald Mayer and Leonard Cummings nieces Mitzi Fielding, Ruth Rowlan and Irene Rieder.

'Ten' 2nd Year Startin

The final week of the first year o Cecil B. DeMille's "The Ten Commandments" engagement at the Criterion Theatre here begins today.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"LES GIRLS" starring
GENE KELLY • MITZI GAYNOR
KAY KENDALL • TAINA ELG
An M-G-M Picture in CINEMASCOPE and METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

heatre Plan For Suburbs

(Continued from page 1)

Despite its 28 years, the house, Spanish-Moorish design, retains of its original beauty and atmos- re, not by dint of luck, but be- e of regular paint and mainte- e work, which has resulted in iderable expense over the years. the average weekly gross for heatre hovering at about $15,000, money spent for maintenance has been wasted.

Feels Architecture Helps

everal out-of-the-ordinary archi- ural features are one of the rea- for the theatre's continued popu- y, the manager believes. Primary ng these is a lavish, brightly tiled arium, replete with fountain and ral dozen goldfish of enormous A favorite with children, the arium often attracts more atten- than the show on the screen, many patrons tossing coins into water as some sort of good-luck n. Taking advantage of this cus- , a couple of small signs strate- lly placed around the aquarium that all coins collected from it be donated to the Will Rogers norial Hospital.

Ceiling 'Clouds' Popular

nother highly popular feature of theatre is its atmospheric auditori- designed to make the spectator he is sitting in the midst of a nish garden. The auditorium ceil- representing the open sky, com- e with twinkling stars and float- clouds, has brought excited com- nts from as far away as Ohio, from ere a recent visitor wrote the man- r asking how he could duplicate effect in his own home. The pride patrons take in the theatre was ntly demonstrated when the ma- nes used to project the clouds on ceiling ran into mechanical dif- lty and were out of commission the better part of a week. oughout that time ushers and er theatre attendants were bom- ded with questions like "what pened to the clouds," "how do y work, anyway" and "they'll be d soon, won't they."

Fresh Flowers a Feature

he manager is also careful to keep theatre supplied with little extras ch help to keep up patron interest the house. Curtains in the box- ce and on exit doors are changed ularly in keeping with the season. uquets of freshly cut flowers are ar- ged on either side of the aquarium, ile sturdier artificial ones form the r wall display of the concessions inter. The theatre is one of the few the city, first-run or otherwise, to ve a check-room available to pa- ns, with the attendant specially tructed with the fact that there is be no charge for service.

The theatre has its manpower problem, but has taken positive action to minimize its effect. A chief and two captains are used to supervise the service staff, whose number is usually swelled by two or three extra people who help to take up the slack when another employee is ill or has a date he just can't break. Although their hourly wage scale is not very high, the majority of ushers employed seem to be satisfied, probably because they know they are working in pleasant and popular surroundings.

Little Teen-Age Trouble

Teenagers rarely cause the theatre and its staff much trouble. This is so, the manager says, "because we show potential troublemakers who's boss." Since several minor vandalism problems three or four years ago, the theatre has employed off-duty policemen to regularly patrol the auditorium. At the slightest sign of a disturbance, the offenders are quickly warned of what they are up against. The theatre has a strict rule that no one under 18 years of age is to be allowed in the balcony unless accompanied by an adult. Ushers stationed at stairways prevent the youngsters from going up. When any dispute arises over the age of a patron, one of two courses is taken: a boy is asked to show his draft card; a girl is requested to have her parents phone the manager with their approval. So far, the system has raised no complaints and many compliments from parents.

The theatre rigidly lives up to a New York municipal law which requires that unaccompanied children under 16 must sit in a specially supervised section, preferably one close to fire exits. Two children's matrons, who must be holders of licenses issued by the city, are employed to patrol the special section, to keep order, and to help the children with any special problems that come up. By the end of a typical Saturday matinee, for example, the matrons have usually handed out 50 cents to a dollar in change to children who have lost their carfare or spent it on candy.

The theatre tries, whenever possible to cater to its younger patrons. "After all," the manager said, "they are the future, and I hope, the salvation of our industry."

At the Christmas and Easter holidays, special benefit shows are held for organizations like the Police Athletic League, the Catholic Youth Organization and other helping-hand groups in the neighborhood. The residents of a nearby orphanage attend weekly (unless the feature being shown is unsuitable for them) as guests of the theatre.

REVIEW:

The Hunchback of Notre Dame

Hakim—Allied Artists—CinemaScope

HOLLYWOOD, Oct. 31

PRODUCERS ROBERT and Raymond Hakim send now to the American market a super-scale production of Victor Hugo's famed novel, "The Hunchback of Notre Dame," fitted out with star-billing names as meaningful on this side of the Atlantic as on the other. They are Gina Lollobrigida, Anthony Quinn, Technicolor and CinemaScope, and when you couple that quartette of marquee announcements with the historically powerful title, you've got a lot of attraction values going for you—more than enough to promise a proper profit for the project.

The Quinn portrayal of the titular character is a tremendously convincing performance. His appearance is a masterpiece of make-up art, but it is sharply secondary to the guttural eloquence, the awkward agility, the emotional intensity with which he takes complete command of the picture when, about half-way through the running time, the story centers upon him and his cathedral belfry. The town will be talking about this performance a long while after the picture opens its run.

The Lollobrigida portrayal of the Gypsy girl whose life he saves, and whom he protects from the populace by hurling great timbers and scalding waters down from the lofty gallery of the cathedral upon the heads of the attackers at the gate, is lightly handled and somewhat shallowly motivated, but this circumstance affords advantageous contrast to the seriousness of the Quinn characterization. Miss Lollobrigida dances frequently, sings a little, and speaks English in her sequences with Quinn.

The production is big-scale in all respects, some of the scenes—a gala holiday celebrated in the streets of Paris, a parade of military forces, an amassing of the peasants before the Cathedral of Notre Dame, and of an army of like number to oppose them—involving the use of hundreds, maybe thousands, of players. The scenes within and upon the cathedral are massively mounted.

The story, adapted by Jean Aurenche and Jacques Prevert, follows the popular outline of the Hugo plot line quite closely. It takes the Gypsy from her first meeting with Quasimodo in the public square through his bungling attempt to kidnap her, on through his public whipping to her quenching of his thirst and, after her interrupted tryst with the handsome soldier, her torture, confession and sentence to death, to her rescue and defense by Quasimodo and their ultimate death. It is a candid script, not written for kiddies.

Jean Delannoy directed the production skillfully.

Running time, 104 minutes. Adult classification. Release, in November.

WILLIAM R. WEAVER

Resort Town Bans TV to Aid Theatres

Special to THE DAILY

MORECAMBE, England, Oct. 31 —The Entertainment Proprietors' and Managers' Association of this British coast resort town has called on hotels and boarding houses to ban television in their public rooms during the summer months between the hours of 6 P.M. and 8 P.M.

According to the chairman of the Association, the town's six cinemas, seven live shows and three ballrooms are mainly dependent on the support of summer visitors. It is in interests of the town, he says, that these entertainments be kept going.

Hotel trade is likely to agree to the request. The president of the town's Association of Hotels and Boarding Establishments stated: "We are infringing on their business if we have television in our public rooms."

PEOPLE

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, has been reelected chairman of the board of directors of United Cerebral Palsy Associations, Inc. It will be his fourth term as chairman of the organization, which he helped to found.

□

Louis A. Novins, president of International Telemeter Corp., will be the principal speaker on Tuesday at the monthly meeting in Hollywood of the Motion Picture Controllers. It will be held at the Fox and Hounds Restaurant.

□

Gil Gorman, formerly in theatrical publicity in Houston, Tex., has been named director of publicity and public relations for Jerry Lynn Productions.

□

William Ornstein, M-G-M home office trade press contact, will speak in Hartford on Sunday night at a meeting of the Temple Beth Israel Married Club. His subject will be "Jewish Writing and Motion Picture Personalities." He will be introduced by **Allen M. Widem** of the "Hartford Times."

Trade Seen Ready and Eager for Conciliation

Supported by Allied TOA And the EDC

(Continued from page 1)

Kiamesha Lake and Irving Dollinger, chairman of the Emergency Defense Committee, recommended full use of the plan by exhibitors. It also was taken up in the various clinics at the convention.

Levy predicts widespread usage of the plan. An agreement was reached on it at one of the early meetings last spring calling for discussion of both conciliation and arbitration. The arbitration plan has not been agreed upon yet, but full agreement was arrived at on the less formal conciliation.

For those TOA members who raised the point that they were always able to take their complaints to branch managers Levy pointed out that under the new setup if they cannot reach agreements with the branch managers they have the assurance of the distributing companies they can go to the general sales managers and "receive a full, intelligent and understanding hearing."

In his brochure to TOA members Levy said there was an "obligation" upon exhibitors to use it, since there are no grievances which cannot be brought up for conciliation. He predicted that if it is widely used and it functions successfully "resort to arbitration may be rare." The conciliation subjects can include every aspect of clearance, of run, or competitive bidding, or contract violation, etc. Even exhibitors who have no contracts with distributors can ask conciliation on disagreements arising prior to the signing of a pact.

28 Days Provided

To clear up any misunderstandings about the new attitude toward clearances, Levy pointed out that a first-run contract contains a clearance provision of 28 days over the next run, but gives no rights to the following run. "Customary clearance" is a thing of the past, he points out.

Conciliation meeting will be held on the first Monday or Friday, as specified by the branch manager, but not more than seven days after filing a complaint. Instructions to this effect have been sent out by the general sales managers of all the major companies.

State and regional units of TOA which have executive secretaries will keep records of all complaints. The New York office will maintain records where there are no recording secretaries. It is expected changes in the plan will be made where experience shows these are desirable.

Alex Harrison, general sales manager of 20th Century-Fox, was one of the first to send out instructions to the field men on the procedural methods to be followed and the spirit of cooperation required.

Copies Sent by MPAA

Charles M. Reagan, vice-president in charge of domestic sales for Loew's, Inc., discussed the plan with division and district managers at a three-day sales conference the first week in October, and advised them to familiarize branch managers and others with details of the plan. Since that time copies of the plan provided by the Motion Picture Association have been sent out to men in the field and conferences have been held at the various exchanges, he said.

A. Montague, vice-president in charge of distribution for Columbia, and Rube Jackter, general sales manager, went into details of the proposal at a division managers' conference in New York October 11. Montague was a member of the committee which helped formulate the plan. He

Sales Heads Of Distributors Cooperating

sees it as a possible means of avoiding much controversy with exhibitors and is hopeful that both exhibitors and sales executives as well as salesmen will use it with a willingness to make whatever concessions are necessary to make it a success.

James Velde, general sales manager for United Artists, said that he had been holding conferences with division and district managers. The series was completed Tuesday, October 22. Copies of the plan have been distributed among all the men who require them, he said.

Universal is set to go ahead with the plan, Charles J. Feldman, vice-president and general sales manager stated just before his death.

Maurice Goldstein, general sales manager for Allied Artists, is optimistic about the success of the plan.

"I think it is a forward, constructive step in the right direction. We

(Continued on page 5)

THIS FIRST ADVERTISEMENT FOR "THE BRIDGE ON THE RIV

MAIL ORDERS NOV

On Wed. Dec. 18th "The Bridge

"The Bridge On The River Kwai" is an entertainment that defies comparison with any other. It is a motion picture—but like no other you have ever seen. It is an adventure—but like no other that's ever been filmed. It is an experience—but like no other you've ever lived.

COLUMBIA PICTURES presents SAM SPIEGEL PRODUCTIO

"THE BRIDGE O

TECHNICOLO

AMERICAN PREMIERE Wed., Dec. 1

10 Perfs Weekly. Nightly at 8:30; Mats W
Sat & Sun at 2:30 PM. Prices Tax i
Mats Wed $1.80, 1.50, 1.25. Sat, Sun
Hol $2.50, 1.75, 1.50. Eves Sun thru Th

with SESSUE HAYAKAWA • JAMES DONALD • ANN SEARS and introducing GEOFFREY H

ALSO OPENING LOS ANGELES EGYPTIAN THE

onciliation

(*Continued from page 4*)

going to cooperate in every way," said.

A Paramount spokesman said: "It s always been our practice to have open door policy for any exhibi-'s complaint. We intend to con-ue this practice as well as to extend wherever necessary in order to ke every effort to have the con-iation system prove effective and rkable.

"Under this more formal method all exhibitors are assured their in-vidual problems will be given care-consideration at the branch level well as the home office level."

DG Dinner Feb. 8

HOLLYWOOD, Oct. 31.–The an-al dinner of the Screen Directors uild will be held on Feb. 8 at the tmore Bowl, at which time awards ll be made for best direction of 57, also to the critic deemed out-nding for the year.

18,000 for 'Payment'

Twentieth Century-Fox' "No Down yment" grossed more than $18,000 its opening day at 26 RKO The-es in the metropolitan area, sur-ssing "The Sun Also Rises," ac-rding to theatre reports.

Allied Starts Wheels Turning

(*Continued from page 1*)

troactive, accelerated depreciation write-off on plant and equipment which, if successful, would mean important Federal tax refunds to most exhibitors.

The convention directed Allied officers to seek the cooperation of all other exhibitor organizations in pressing this petition. In accordance with that directive, Gordon plans to confer promptly with officers of Theatre Owners of America and other exhibitor organizations.

Beverly Miller, president of Allied I. T. O. of Kansas-Missouri, announced that the $100 cash prize he won for the best idea for increasing theatre patronage presented at the Allied States convention business building forum will be used to have copies of his winning idea printed and distributed to all paid-up Allied members.

In New York yesterday, he held preliminary talks with TOA representatives and may communicate with other organizations before leaving here for his Beaumont, Texas, headquarters today.

Among other Allied resolutions calling for joint exhibitor action was one which proposed exhibitor-distributor conferences on the spacing of release of major boxoffice attractions to avoid a glut of such pictures at holiday times and a scarcity of them at all other times. Another proposed exhibitor-distributor meetings to agree on specific clearance periods for theatres over TV to correct the growing impression among the public that all films can be seen on TV after a brief waiting period, because of which many are remaining away from theatres.

Jack Kirsch Heads Committee

To implement the latter resolution, Gordon has named Jack Kirsch of Chicago, president of Allied Theatres of Illinois, as chairman of a committee to visit distributors and discuss with them the matter of getting long-term clearance for theatres for films sold to television. Additional numembers will be named to this committee shortly.

Kirsch, now in New York, may confer with some executives of major distribution organizations on this matter before returning to Chicago.

Other Meetings Required

Also requiring conferences with other groups, distribution in particular are Allied convention resolutions pertaining to run and availability problems.

Sunday Films

(*Continued from page 1*)

their shows on Sundays, utilizing regular theatres and which have had to put up the SRO sign because of the interest of motion picture goers. And their films are old, too.

There are four societies in the city showing films Sunday evenings—and if you have a membership card you may attend.

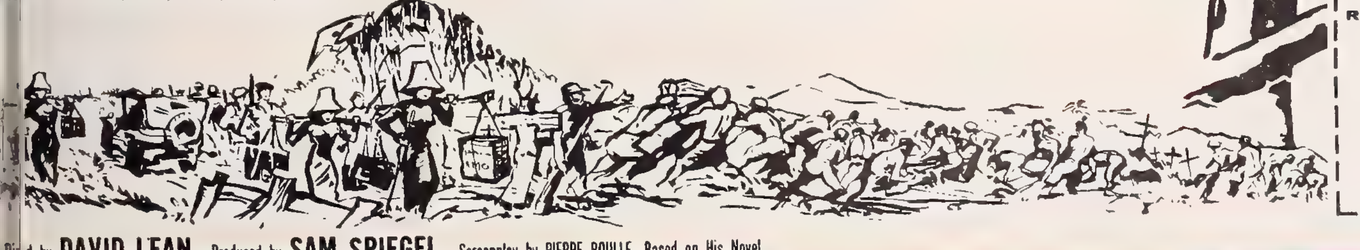
One, A-G-E Film Society, reported its complete membership of 1,357 sold out within 24 hours of announcement of its winter program. There were no more seats available in the Hyland, where the group shows its films.

The other groups in the city are: The Toronto Film Society, the French Cine Club of Toronto, and the Fourth International Film Festival sponsored by the Canadians for United Nations.

Name Industry Doctor

(*Continued from page 1*)

successfully completed the special examinations required for certification as a specialist in occupational medicine by the American Board of Preventive Medicine. Dr. Warshaw, who is also a Diplomate of the American Board of Internal Medicine, was recently honored by election to the rank of Fellow of the Industrial Medical Association.



AI" APPEARS IN THE N.Y. SUNDAY TIMES, NOVEMBER 3

SERVED SEATS ONLY!

And A New Era Opens!

It is a bridge two hours and forty minutes long—and one hell of a story high. Its impact will last a lifetime. Six weeks from now, it opens. Decades from now, motion pictures will proudly claim to be "In the great tradition of 'The Bridge On The River Kwai'."

LLIAM HOLDEN
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Dec 31) Gala New Year's Eve Show
30 Prices $4.00, 3.00, 2.50, 2.00

Positively will not be shown in any theatre in Metropolitan New York area during its engagement at the RKO Palace Theatre.

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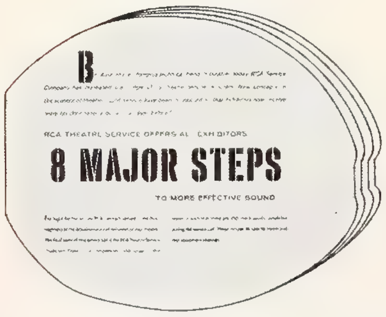

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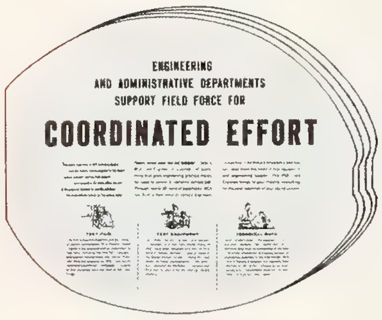
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COORDINATED EFFORT

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Theatre Service
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, N. J.

National Pre-Selling

"RAINTREE County's" star, Elizabeth Taylor, and her new-born baby grace the full-color cover of the Nov. 4 issue of "Life."

Also in the issue, a pair of merry exercises in movie slapstick are reviewed, Columbia's "Operation Mad Ball" and M-G-M's "Don't Go Near the Water."

In "Operation Mad Ball," Yancey Skido (Mickey Rooney) is a sergeant in France at war's end who, when a regiment's commander threatens to interfere with his fun, writes orders shipping the whole regiment to sea.

In "Don't Go Near the Water," Farragut Jones, a punch-drunk sailor hopelessly addicted to profanity, is blindly selected because of his name as the Typical Young Navy Man. "Life" gives both films upbeat reviews.

•

"The Girl Most Likely," the U.I. release, will be advertised in the November and December issues of "Look," "Seventeen," "The Hit Parade Group" and 11 fan magazines.

•

"Frank Sinatra delivers a terrific performance in 'The Joker Is Wild'," reports "Seventeen" in the November issue. He plays night-club comedian, Joe E. Lewis, in the biographical picture. "The poignant show business story, apparently one that lies close to Sinatra's heart, sketches Lewis's early years as a singer in gangster-ridden Chicago and his later career as a witty comic."

•

Peer Oppenheimer recalls in the October 27 issue of "Family Weekly" that "Gene Kelly danced with a mouse in 'Anchors Aweigh,' two genies in 'Invitation to the Dance' and discovered a new kind of partner—girls—in 'Les Girls'." Three lovely creatures are Gene's partners, Taina Elg from Finland, Kay Kendall from England and Mitzi Gaynor from America. Three photos of Gene with each girl highlight the article.

•

"All Mine to Give" was selected by "Parent's Magazine" to receive the Family Award Medal for December. Phil Willcox of "Parent's" made the presentation to William Dozier, the producer.

•

The largest ad for a motion picture that ever appeared in "McCall's" magazine is the Warner picture spread on "Sayonara" in the November issue.

•

Some of the scenes for "Farewell to Arms" were made in the Alps, 8,000 feet above sea level, reports "Pageant" in the November issue. The high altitude caused some surprise calamities—hair pieces and beards flew away where rarified atmosphere froze the gum-arabic holding them on, and the cold turned make-believe blood purple.

Television Today

CAPSULE CRITICISM

• THAT truth is often stranger than fiction has often been demonstrated, and in this **Armstrong Circle Theatre** presentation it is proved once again. The title was "Assignment Junkie's Alley," written by Mel Goldberg, and it told the story of the use of policewomen by the Philadelphia Police Department some time ago as a then new weapon in the department's vital and unremitting war on the narcotics traffic in the city. Douglas Edwards, in his narration, provided the bedrock of authenticity in his remarks, and Monica Lovett as one of the young policewomen assigned to the dangerous job, was responsible for an excellent performance. It is cops and robbers, true, but real, strong and exciting, with closing appearances of the head of Philadelphia's policewomen, and the detective who directed the successful attack on the narcotics sellers and pushers. A credit to all concerned.

—C.S.A.

WREX-TV Sale OK'd; Bob Hope Half Owner

From THE DAILY Bureau

WASHINGTON, Oct. 31.—The Federal Communications Commission today approved the transfer of WREX-TV to a corporation in which Bob Hope owns fifty percent of the stock.

The station, on Channel 13 in Rockford, Ill., was transferred to Continental Television Corp. from Greater Rockford Television Inc. The purchase price was $2,850,000.

Bartlesville Poll Now 1,012 Against, 79 For

From THE DAILY Bureau

WASHINGTON, Oct. 31—The cumulative count by Republican Senator Langer (N. D.) of responses from Bartlesville reached 1,176 today, with 1,012 opposed to subscription television and only 79 in favor of it.

Langer polled all 8,500 Bartlesville residents and expects to issue a count each day for the next few days on their toll-TV views.

USO to Continue

United Service Organizations, Inc. (USO), under its understanding with the Department of Defense, has inaugurated an entertainment division at its national headquarters in New York to continue a program of live entertainment for the armed forces, Edwin E. Bond, USO executive director, announced yesterday. The shows were formerly provided by Camp Shows, Inc., which is now in the process of deactivating.

Who's Wher

Harry T. Floyd, an NBC televis network salesman since 1947, been named manager, television r work sales, Western Division, NBC. He will report to **Charles Abry**, manager, Eastern sales.

□

William A. "Billy" Hillpot, many years a well-known radio p former and later equally known an industry executive, this w joined the sales staff of Televisi Programs of America, Inc., signed to the New York natio sales staff, reporting to **Russ Clan** **Clancy** and **Charles W. Goit** were cently named national directors sales for TPA.

□

Charles M. McAbee, Jr., has be named general sales manager KMOX-TV, CBS Television-own station in St. Louis. Formerly an count executive for CBS Televisi spot sales, he will assume his n duties immediately.

□

Charles H. Wasserman, motion p ture director, has joined the creat staff of Transfilm Inc. He has be in the motion picture field for past 25 years as a producer, direct writer and editor.

Official Films Shows 300% Increase

At the annual meeting of sto holders held Thursday, Oct. 31, H old L. Hackett, chairman and pre dent of Official Films, Inc., produ and distributor of television fi series, announced that the compan earnings before taxes had increas more than 300 per cent since fis 1954.

Income before taxes for the fis year ended June 30, 1957, total $983,000, a record year, whi amounted to 16c per share on ea of the company's 2,664,000 shar This compares with a similar amou per share earned in the previous ye but on 50,000 less shares then ou standing.

Hackett also announced that t company had declared its second ca dividend of five cents per shar which will be paid on Dec. 2, 195 to stockholders of record as of No 15, 1957.

The company's film properties h increased from five series, with a t tal of 129 half-hour films distribut in 1954, to 27 series, with a total 1,319 films distributed by Official the time the books were closed f 1957.

All the News That s News

MOTION PICTURE DAILY

Concise and to the Point

. 82, NO. 88 NEW YORK, U.S.A., MONDAY, NOVEMBER 4, 1957 TEN CENTS

ITORIAL

uch Needed Help

By Sherwin Kane

THE economic climate in which xhibition currently finds itself, ny plan that offers the dual pos- ities of reduced taxation and sub- ial cash refunds is worth care- study by every exhibitor organ- on.

ich a plan has been proposed by s Gordon, president of Allied es, and last week was approved Allied's annual convention with suggestion that other exhibitor nizations join with Allied in set- up a joint legislative committee ek enactment of legislation giving t to the proposal.

ordon's plan is to petition the gress and the Executive to ap- e legislation which would extend xhibitors the right to an accele- d depreciation write-off on their erties and equipment, to be re- ctive in effect but otherwise lar in principle to write-off ileges granted numerous other rprises by Federal legislation.

heatre closings in recent years use of actual plant obsolescence, ell as fundamental changes in the rtainment and recreation habits of public, demonstrate that the de- iation life of exhibition is not as as the normal rate of deprecia- assumes.

nactment of the proposed legis- n would bring immediate tax re- to large numbers of exhibitors. retroactive feature, if enacted, ld give them cash refunds that ld keep many in business longer would permit others to improve r plants.

xhibitors know from experiences as the Federal admission tax ction campaigns just how diffi- it is to obtain legislation of the which Gordon proposes. From same campaigns they know, too, such goals are not impossible attainment. In this instance, the mised rewards are worth working hard and fighting for long. Every ibitor organization should give proposal the study it merits.

Support Assures Meeting Soon on Release Spacing

By JAMES M. JERAULD

Reactions to the proposal of Leonard Goldenson, president of American Broadcasting-Paramount Theatres, and Edward L. Hyman, vice-president in charge of theatre operations, that an industry meeting be called for discussion of the problem of spaced picture releases have been uniformly favorable. A date for the meeting will be set when Hyman returns from a tour within a week or ten days.

Three exhibitor organizations favor the plan. Ernest G. Stellings, president of Theatre Owners of America, was the first to come out for it. Since then he has contacted regional

(*Continued on page* 3)

Rugoff R & B President, Perry Vice-President

Donald S. Rugoff, vice-president of Rugoff & Becker Theatres, was elected president of the theatre circuit, it was announced at the weekend.

Rugoff succeeds the late Herman Becker who, together with the late Edward N. Rugoff, founded the firm in 1922, at the Parksville Theatre in

(*Continued on page* 2)

MPEA Reaffirms Ban On Shipment to Spain

A resolution agreeing not to ship motion pictures to Spain still remains in full effect, the Motion Picture Export Association announced here at the weekend after a special meeting of the MPEA board of directors.

Eric Johnston, MPEA president,

(*Continued on page* 2)

See Career and Profit In Horror Pictures

By FLOYD STONE

The horror pictures they're making seem to have struck awe over the world, and they'll keep making them, James Carrerras, managing director of Hammer Films of London, and his son, Mike, executive producer, told trade writers at luncheon Friday. They said they seem to have been fortunate, beginning with "The Creep-

(*Continued on page* 2)

Decrease Since 1951

Circuits Stress Attendance Drop, Closed Theatres at Wage Hearings

Special to THE DAILY

ALBANY, Nov. 3—Consideration for motion picture theatres in their present plight, with grosses sharply off and with marginal operations teetering, was besought by spokesmen for circuits and independents at a hearing in the Assembly Chamber Friday. They appeared before the State Labor Department's Commission studying minimum wage rates in the amusement and recreation industry.

Since 1951, when the present minimum wage order was promulgated, Stanley Warner business in Albany, Troy and Utica has dropped "approximately 41 per cent," and the number of theatres operated has slid from 10 to 7, contract manager James Bracken declared. Of the houses open, two have discontinued matinees.

Howard M. Antevil, Schine circuit

(*Continued on page* 2)

Court Action

Essex Suit Could Force Yates to Sell

Performance Clause in Contract for Stock Sale

By WARREN HARRIS

Whether he wants to or not, Herbert J. Yates, president of Republic Pictures Corp., is committed, under the terms of a contract signed on Aug. 28, 1957, to sell 566,223 shares of his common stock interest in Republic to Essex Universal, a Delaware corporation headed by Joseph Harris.

Clause 12 of the contract, headed "Remedies of the Buyer," specifically states that "the seller and the buyer agree that the shares of stock in the quantity hereby provided for are unique and otherwise not available, and agree that in addition to any other remedy available at law or in equity, any party aggrieved by the

(*Continued on page* 3)

Pioneers Report Rush For Dinner Tickets

Reservations for the Motion Picture Pioneers' 19th annual dinner, to be held Nov. 25 at the Waldorf-Astoria to honor veteran showman Joseph R. Vogel, president of Loew's, Inc., are running fifty per cent ahead of the same time last year, the dinner committee reported at the weekend.

Ned E. Depinet, head of the Pioneers organization, composed of

(*Continued on page* 2)

Television Today Page 6

Pathé

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PERSONAL MENTION

ALFRED E. DAFF, Universal Pictures executive vice-president, arrived in New York from Hollywood over the weekend.

•

LARRY MORRIS, vice-president and general manager of the B.F. Moss Circuit, left here last night for Jacksonville and other Florida cities.

•

JOSEPH H. HAZEN, partner of **HAL WALLIS**, left New York yesterday for Hollywood.

•

KENNETH CLARK, vice-president of Motion Picture Association of America, left Washington at the weekend for San Francisco.

•

GLADYS MARKERT, of the Radio City Music Hall staff, sister of **RUSSELL MARKERT**, vice-president, left New York on Saturday for London via B.O.A.C.

•

JOHN PATRICK, screen writer, left New York over the weekend for London.

•

ROUBEN MAMOULIAN, director, will return to Hollywood this week from New York.

•

ALAN PAKULA, producer, has returned to New York from Europe.

•

OTTO PREMINGER has left New York for London via B.O.A.C.

Start Advance Sale For "Bridge on Kwai"

The mail order advance ticket sale for the American premiere engagement of Columbia's "The Bridge on the River Kwai" at the RKO Palace here was launched at the weekend with the placing of announcements in the Sunday Times and Cue Magazine. Beginning Wednesday of this week, there will be an advertisement in at least one New York daily every day until the opening, which has been announced as Dec. 18. The scale is from $1.25 to $3 for the reserved seat, ten-show-a-week policy. Top prices will prevail on Friday, Saturday and holiday evenings, with 1,256 orchestra and mezzanine seats at $3 and the remainder of the house at $2.

No Paper Tommorrow

MOTION PICTURE DAILY will not be published tomorrow, Election Day.

Attendance Drop Stressed

(*Continued from page* 1)

attorney, said Schine operated about 60 upstate theatres in 1951; conducts approximately 39 today. Nineteen have eliminated weekday matinees; a "number of others" are operating four or five days weekly, Antevil added.

Philip F. Harling, representing Fabian Theatres Corporation, pointed out that it conducted 15 theatres in Albany, Troy, Schenectady, Cohoes, Catskill and Colonie, in 1951. Currently, Fabian operates eight houses.

Two Are Now Parking Lots

Two of business area situations, Grand in Albany and Erie in Schenectady, have been razed, to make way for parking lots, within the past year.

The nation-wide exodus to the suburbs has affected business for Fabian and other operators, Harling continued. He cited sparse shopping in Albany's downtown last night, compared with the great numbers, patronizing the new Latham Corners shopping center, eight miles from the city and equipped with a giant parking lot.

Television (free and pay-as-you-see), sport and other outdoor activities have taken their toll on motion picture patronage, Harling emphasized.

All the speakers underlined that cashiers, cleaners, porters-matrons and ushers—four categories for which there are variations from the 75 cent basic hourly minimum, in cities and towns smaller than New York and in Nassau and Westchester counties —are chiefly part-time help "not dependent on the theatre for a livelihood."

Emanuel Frisch a Participant

Alfred Harding, an employee representative on the Commission, was deputized to preside. He pledged "fair treatment" for employers, employees and the public, in the Commission's findings. Emanuel Frisch, MMPA board chairman, participated as an industry member.

MPEA's Ban

(*Continued from page* 1)

presented a status report on the Spanish situation to board members. With RKO Radio pictures available in Spain because of RKO's sale of its company there, efforts are now under way to work out the matter on a basis which it is hoped will be satisfactory.

Griffith Johnson, MPEA vice-president, and Charles Baldwin, Mediterranean manager, are now in Spain for the purpose of advancing the negotiations with representatives of the Spanish government.

Crescent House Burned

GALLATIN, Tenn., Nov. 3.—The Roxy Theatre here, owned by Crescent Amusement Co., was destroyed by fire early Friday morning with a loss estimated at $100,000. Charles McGhee, manager, who checked the house personally after closing the previous night, could not give a cause for the fire.

There is insurance to cover about 60 per cent of the loss.

Einfeld to Return Today

Overseas campaign plans for 20th Century-Fox's "A Farewell to Arms" and "Peyton Place" have been completed abroad by Charles Einfeld, vice-president, who will return to New York today from Europe. Plans were made in London, Paris, Munich and Rome for the pictures to be shown as Christmas attractions.

TV Cuts Canadian 16mm Installations

Special to THE DAILY

TORONTO, Nov. 3 — The growing impact of TV on non-TV motion picture exhibition is reflected in the 10 per cent drop in the number of 16mm. situations during the last 12 months. At one time 16mm. situations became 35mm. situations, the place of exhibition being transferred from the town hall to a theatre erected for the purpose when the population had grown to 1,000 or more. This will not occur nearly so often in the future, since it takes three times more population to draw patronage for a 35mm. theatre than it did in pre-TV days. Today Canada has 603 places of 16mm. exhibition as compared with 667 the same time last year. Newfoundland is the only province where there has been an increase, the figures being 92 against 85.

Pioneers Report

(*Continued from page* 1)

members in the industry for 25 years or more, met Friday with Howard Dietz, general chairman of the Dinner; Silas F. Seadler and Marvin Kirsch, co-chairmen. Also meeting with the group was Dan S. Terrell, in charge of publicity for the committee.

During the past ten years the Motion Picture Pioneers have honored an outstanding figure for his achievements. This year, Vogel was selected for his unusual efforts on behalf of the industry during his career.

Career, Profi

(*Continued from page* 1)

ing Unknown," to have come into t
situation at the end, they claim,
the science fiction cycle, and also
a time (now) when other pictur
seem to be inexplicably failing.

"If Strauss waltzes made mone
we'd make Strauss waltzes," th
commented. "As it is, we simply c
up the buyers and find that our sp
cialty is in demand."

They've made seven so far, a
currently are making "The Horror
Dracula" for Universal. Here for o
week, and returned to London Sa
urday, they talked on commitmen
with United Artists, 20th-Fox, Wa
ners, Columbia and even M-G-
they said.

Started in 1948

They use Bray Studios, Londo
which they control, they said, and
staff which has been with them fi
years. They began making pictures
Nov., 1948, and so far have ma
53. The current cycle has made the
so adept they make as many as fi
or so different highlights to satis
different peoples. Thus the Japane
who find kissing revolting, they o
served, seem to like a Frankenste
explicitly bloody.

They find satisfaction that th
"Curse of Frankenstein," raking
over $2,500,000, is the most succes
ful British picture, they claim, sin
"Red Shoes." That took five years
garner its harvest; theirs took fi
months.

Rugoff President

(*Continued from page* 1)

Brooklyn. Today the firm operates
circuit of 15 theatres, mainly a
houses.

At the same time, Rugoff a
nounced that Clem Perry, who h
been managing director, has been el
vated to vice-president of the circu
Rugoff, in assuming the top post
the company, stated that he intende
to carry out the trend instituted
his predecessors in concentrating
the development of art houses in ne
areas, as he, too, believed that the f
ture expansion of the motion pictu
theatre business was more apt to ta
place in small, intimate type the
tres, rather than the building of ne
huge auditoriums.

Miss Dandridge Signed

HOLLYWOOD, Nov. 3.—M-G-
has signed Dorothy Dandridge for
leading role in "Infamy," in whic
she will play opposite James Maso
The film, a story of the South Se
to be made in Hawaii, will be pr
duced by Andrew L. Stone.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte
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Single copies, 10c.

PEOPLE

Charles Schlaifer, head of the ad- tising agency bearing his name, h been re-elected Secretary-Treas- r of The Joint Commission on Men- Illness and Health. This will k Schlaifer's third term.

□

Villiam K. Pederson has been ap- nted manager of the advertising artment of Ansco, Binghamton, Y., the photographic manufactur- division of General Aniline and n Corp. He has been a member the advertising staff for the past e years.

□

Mrs. Hannah Bergman, a language cher at Hunter College here, and **s. Adelaide B. Gunn,** a New York cticing attorney, have been ap- nted reviewers in the motion pic- e division of the State Education partment.

□

Carl Mahne, for several years pur- sing agent with Evergreen Thea- s, Seattle, is now manager of the th Avenue Theatre in that city.

□

Ira R. Kohlman, production man- r of Technicolor New York Corp., been named conference coordina- of the Society of Photographic entists and Engineers.

□

Tom Stanton has been named nager of the Fox Theatre, Eugene, e.

---

roader Service in ew RCA Program

Special to THE DAILY

CAMDEN, N. J., Nov. 3.—A broad- scope of service to theatre ex- itors is offered by the RCA Service mpany, Inc., in a new RCA nned Theatre Service Program, it been announced by W. L. Jones, e-president, Technical Products vice.

"Because of today's changing techni- trends in theatres, embracing new icepts in the science of theatre ind service, our new program is sed on a service inspection report ering up to 150 check points to completed during the service call our engineers," said Mr. Jones.

The broadened program was pre- ted to RCA Theatre Service En- eers at a series of regional meetings ld throughout the nation recently. e meetings covered new service hniques, improved test films and w test equipment used in the pro- m, plus special training films de- ling its operation.

A special brochure outlining the gram will be mailed this month to theatre exhibitors in the country.

Meet Assured

(Continued from page 1)

members of the organization who will start their annual convention at Miami Beach November 17. Whether it will be possible to hold the conference before that time will not be known definitely until Hyman has fully canvassed the sentiments of both exhibitor and distributor leaders regarding the details of the gathering.

The Independent Theatre Owners Association favors the proposal and has passed formal resolutions.

A Subject at Kiamesha Lake

Releasing schedules were discussed at the Allied convention at Kiamesha Lake, and a resolution was passed protesting against the bunching of important releases around holidays.

At least four major distributors are inclined to go along with the Goldenson-Hyman proposal, but it is understood that in some quarters the distributors have indicated a preference for individual discussions rather than a big joint gathering at which there will be a general discussion and possible joint action.

New Orleans WOMPI To Aid Students

Special to THE DAILY

NEW ORLEANS, Nov. 3. – The New Orleans chapter of the Women of the Motion Picture Industry (WOMPI) has unanimously voted to accept the sponsorship of the Francis T. Nicholls chapter of the Future Business Leaders of America, a national organization for business education students, dedicated to service, progress and education.

The WOMPI's plan to guide the FBLA students in becoming better citizens through active participation in community activities. Andrew Flores, president and parliamentarian of the state chapter of FBLA, along with Jeanette Gipson, vice-president in charge of service projects of the Nicholls chapter, met recently with Mrs. Marie Berglund, president of the local WOMPI chapter, and Mrs. Loraine Cass, chairman of the WOMPI service committee, to map plans for 1957-58.

Anniversary Buffet

A buffet luncheon to mark the first anniversary of the opening of Cecil B. DeMille's "The Ten Commandments" at the Criterion Theatre on Broadway will be held in the theatre on Friday, the anniversary day.

Charles B. Moss, managing director of the theatre, will be host. Barney Balaban, president of Paramount Pictures, distributor of the picture, will attend.

American Seating Net

American Seating Co. net income after taxes for the nine-month period ending Sept. 30 was $1,443,767, equal to $2.25 a share, compared with net income of $1,899,543, or $2.96 a share, in the like 1956 period.

Allied Film-Backing Report News to Gordon

A report that Allied States in secret sessions at its 1957 convention last week had advanced a plan to help increase production by offering guaranteed playing time to independent producers is news to Allied's president, Julius Gordon.

Asked about the report prior to his departure from New York for his Beaumont, Texas, home by plane on Friday, Gordon said he was unaware of any such plan and was certain it was not an official Allied proposal.

St. Louis Amusement Asks Television Channel

From THE DAILY Bureau

WASHINGTON, Nov. 3. – The St. Louis Amusement Company has asked the Federal Communications Commission to reconsider its decision to give Columbia Broadcasting System TV channel 11 in St. Louis.

The company was one of the unsuccessful applicants in a five-year-long contest for the channel. It had been ruled out of the proceedings by an FCC hearing examiner because it refused to offer evidence while CBS was a party to the case. The FCC later gave CBS St. Louis channel four on condition it turn channel 11 over to three other applicants. The St. Louis Amusement Company Friday asked the FCC to reopen the proceedings and reconsider the entire case.

National Popcorn Drive Adds 72 New Members

The National Association of Concessionaires has added 72 members to its roll during the current membership drive which will end at the convention to be held in Miami Beach Nov. 20-23, according to Philip L. Lowe, Theatre Candy Co., Boston, general chairman. The NAC convention will be held jointly with Theatre Owners of America and the Theatre Equipment and Supply Manufacturers Association at the Americana Hotel.

Vice-chairmen in the drive are: Spiro J. Papas, Alliance Amusement Corp., Chicago; James O. Hoover, Martin Theatres of Georgia, Columbus, Ga.; Harold F. Chesler, Theatre Candy Distributing Co., Salt Lake City; Augie J. Schmitt, Houston Popcorn and Supply Co., Houston; Syd Spiegel, Super Puff't Popcorn, Ltd., Toronto; Theodore O. Meland, Albert Dickinson Co., Chicago; John A. Hopson, Rowe Mfg. Co., New York, and Melville B. Rapp, APCO, Inc., New York.

ABC Profit Up

ABC Vending Corp. and subsidiaries reported net earnings of $1,299,752, equal to $1.29 per share, for 39 weeks ending Sept. 29, compared with $1,218,668, or $1.20 a share, for a like 40-week period last year.

Essex Suit Could Force Yates to Sell

(Continued from page 1)

failure of another party to perform the terms and conditions hereof by said other party to be performed, may invoke any equitable remedy including, but not limited to, an action for specific performance."

When Yates refused to sell his stock by the date selected for finalization of the deal (Sept. 18), Essex filed a complaint against him in New York State Supreme Court, claiming $2,700,000 in damages. The suit was transferred to N. Y. Federal Court Oct. 30.

Radical changes in the corporate structure of Republic are also forecast in the contract. Upon the sale of his stock, Yates is required to deliver to Essex the resignations of the majority of Republic's directors, and to call a special meeting of the company's board of directors for the purpose of electing nominees of Essex to the places of the resigned directors. "For the orderly continuation of the business and affairs of Republic to the benefit of all concerned," Yates agreed to extend his empoyment agreement with Republic until Dec. 31, 1958, under the same conditions.

Says No Resale Is Planned

Essex stated in the contract that it was not acquiring the shares with a view to making any distribution or resale thereof. "The buyer, upon acquiring the shares of stock, will use its best efforts as a stockholder to cause Republic and its subsidiaries to conduct their businesses in the best interest of Republic and its stockholders," the contract reads.

As reported in MOTION PICTURE DAILY last week, the stock was to be sold at $8 per share, with 37½ per cent payable at the closing of the deal and the balance payable in 24 monthly installments starting Jan. 1. Yates agreed to enter into an agreement with Republic which would become effective upon the closing of the Essex deal for its repayment over a period of installments of $800,000 loaned by him to the company.

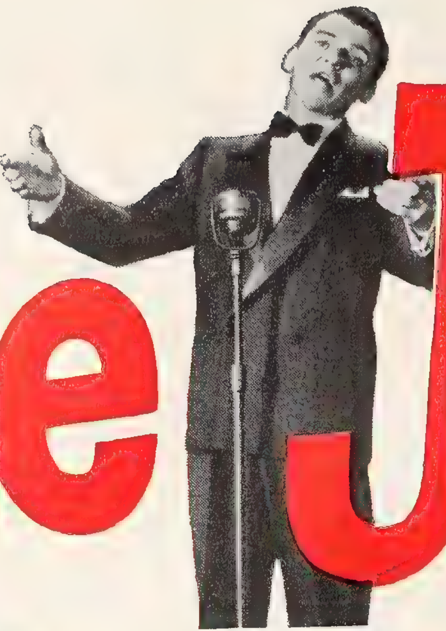
Will Take Deposition Nov. 12

On Nov. 12, Yates will take the deposition of the plaintiff Harris upon oral examination pursuant to the Federal Rules of Civil Procedure. Yates' attorney is Max Freund, of Rosenman, Goldmark, Colin & Kaye. Jerome Edwards, of Phillips, Nizer, Benjamin & Krim, is representing Essex Universal.

'Paths' Opens Dec. 20

The American premiere of Bryna Productions' "Paths of Glory" has been rescheduled for Dec. 20 at the Fine Arts Theatre, Los Angeles. Dec. 19 was the date originally announced for the United Artists release. The picture had its world premiere Friday in Munich, Germany.

The Joker Is



at the boxoffice!

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ALBERT in

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Directed by CHARLES VIDOR · Produced by
SAMUEL J. BRISKIN · Screenplay by OSCAR SAUL
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Joe E. Lewis · A Paramount Release
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Get more out of life... Go out to a movie!

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Packed houses everywhere! Held over in 59 keys—more holdovers than exhibitors have seen in months! Split weeks extended to full weeks! Full weeks held over! Sinatra's the biggest today and so is the picture in which he sings and acts as never before! That's why the crowds are out to see him as never before—in the kind of attraction you can depend on—from dependable **Paramount!**

Television Today

IN OUR VIEW

RECENTLY, in one of his periodical communications directed to the TV editors of the community, Bob Sarnoff, president of the National Broadcasting Company, took issue, pleasantly but emphatically, with the critics who have indiscriminately, presumably, dismissed the new TV show season as unpromising, unhappy and doomed to be a dud.

This, mind you, was not by any means a unanimous verdict, but was nevertheless held by a number of the critics and writers of the important New York papers, and they, you may well believe, are carefully read by the big and little brass in TV and the same brand of metal along Madison Avenue. Mr. Sarnoff's point is reasonably well taken when he challenges the position of the critics who claim they are reflective of the public's dissatisfaction with the state of television fare as it exists today. He argues, probably with accuracy, that the critics' contention that the folks are not turning on their sets is not factual, and he says he has rating listings to prove the truth of his argument.

•

The important point in the matter, however, is that there must be constant striving for better and better programming, not only in quality of writing and performance, but in the search for new avenues of approach to the medium and its uses. The development of educational programs by the networks via commercial stations is a vital step in the right direction. Such as the utilization of a widespread commercial network with the Ralston Purina Company and the ABC Television Network working in cooperation with a committee of prominent educators on a show titled "Bold Journey," is a fine example of the best in television. The CBS Network's "Sunrise Semester," is another case in point. Herein, a university instructor, in the comparatively early hours of the morning, discusses a famed item of literature, in interpretive fashion, and apparently with astounding success.

•

It is not accident that such programs are found to meet with public favor. They offer something new, different and challenging, and there is a sufficiently alert and inquiring-minded portion of the television audience to make them successful, from any standpoint.

Programming is still, and must always remain, the dominant aspect of the whole television operation, because in the final analysis it is that part of the operation which the ultimate consumer, the man who pays the bills, sees before him, and upon which he bases his judgments of the medium. There can be no letdown, even for a moment, in the searching quest for the new, the better, the different, in programming.

—*Charles S. Aaronson*

House Committee to Probe Net Censorship

From THE DAILY Bureau

WASHINGTON, Nov. 3.—House Commerce Committee Chairman Harris (D., Ark.) said his committee would undoubtedly look into the power of broadcast networks to censor programs.

Harris made the statement in announcing that NBC and CBS had agreed to discontinue the practice of requiring changes in the lyrics of certain Stephen Foster songs. He declared that ABC and Mutual networks had notified him they never had such policies.

Voices Gratification

Declaring that he was gratified that NBC and CBS had agreed to modify their former policies, Harris added that "the question of the power of censorship held and exercised by some networks continues to be a serious one, and the committee undoubtedly will have occasion in the future to go further into this question."

Code Review Board Meets November 11

From THE DAILY Bureau

WASHINGTON, Nov. 3.—Television film programming will be the major topic on the agenda when the Code Review Board of the National Association of Radio and Television Broadcasters meets in Beverly Hills Nov. 11 to 13.

The board will hold its first formal session with the executive committee of the Alliance of Television Film Producers, whose members became affiliate subscribers to the code earlier this year. The board will also meet with representatives of major television film producers not now code affiliates.

NARTB's president Harold Fellows will address this meeting. Other agenda items include code promotion plans, a comprehensive report on staff monitoring and viewer complaints and comments.

Meade to CBS

Frank Stanton, president of the Columbia Broadcasting System, has announced the election of Everard Kidder Meade, Jr., as the corporation's vice-president—Information Services. Meade will assume his new duties immediately.

FEATURE REVIEW

Unknown Terror

Regal—20th-Fox—Regalscope

SPRINGFIELD, MASS., Nov. 3

Producer Robert Stabler and director Charles Marquis Warren with keen insight into the basic concepts of horror melodrama, turned out a property that will play as well as its scores of predecessors in the long, rambling history of U. S. filmdom's effort to outhorrorfy horror itself. In the process of relating their particular tale, they've obviously had to sacrifice no little logic, as regards the Kenneth Higgins screenplay.

This time out, John Howard, Mala Powers and Paul Richards set forth in quest of an isolated Central American village, and Miss Power's long-lost brother, a cave-explorer by avocation. Gerald Milton, as unscrupulous doctor as anyone can dream up, is the villain here and the arriving threesome shortly ascertains that he's been using human guinea pigs, no less, in experimentations having to do with mold cultures.

Well, sir, no one—much less a touring American threesome—welcomes such activity with encouragement, and our newly-met friends pitch in to eradicate such fiendishness, ultimate climax of which finds all glaring problems resolved and Miss Powers and Richards deciding on an early walk down any available church aisle.

Running time, 76 minutes. General classification. Release, in September.

A. M. W.

Taming Sutton's Gal

Republic—Naturama

WATERBURY, CONN., Nov. 3

William J. O'Sullivan and Lesley Selander, a pair of producer-director talents with screen credits totaling up a handsome score, turned out this folksy melodrama with a right smart-stepping cast and enough hokum to keep the overly sentimental viewers very much satisfied. "Taming Sutton's Gal" is the type of attraction that was once used as training ground for major studio newcomers, and there's no reason whatsoever to dispute the contention that audiences still like it.

The Variety Production, released under the Republic banner, has a screenplay by Thames Williamson and Frederic Louis Fox, based on a story by the former. It casts John Lupton, whose likeness is known to both theatre and home screen audiences through a diversified roster of characterizations, as a San Francisco bank clerk on a pheasant-shooting holiday in the remote woodlands. He falls in love with Gloria Talbott, 17-year-old niece of cigar-smoking Verna Felton, and there's much encountered before the happy fadeout.

Running time, 71 minutes. General classification. Release, in September.

A. M. W.

Escape from San Quentin

Clover—Columbia

The breakout and eventual rec ture of several San Quentin cons fo the nucleus of this not unfam drama from producer Sam Katzm Clover Productions. The star is cr er Johnny Desmond, whose nam the only one in the cast that migh familiar to the ticket-buying pu Here, however, Desmond plays (fashion severely limited by the mands of the script) a straight matic role, singing only one num

The screenplay, by Raymond Marcus, presents Desmond as a " time loser," a hero-veteran who, keep his frivolous wife in spend money, tried to stage a holdup wh landed him in stir. The film op with Desmond being goaded by low inmate, Richard Devon, a br hood, into escaping with him. T have been transferred to the pris honor farm, located conveniently n a small airport. Devon promises D mond $60,000 if the latter will p the getaway plane, and Desmond, spondent over learning that his w wants a divorce, agrees to the p

If the film has a theme, it is t one small crime must always lead another and another, and/or, he w lies down with dogs will probably up with fleas. Desmond finds that liaison with Devon involves him m and more deeply in criminal activi which eventually include murder. the climax he realizes that his o out is to give himself up to the po and pay his debt to society in manner prescribed by the courts.

Merry Anders is seen as Desmon sister-in-law, instrumental in his ev tual reform, and Roy Engel as one the hoods also looking for the sto loot. Fred F. Sears was director.

Running time, 81 minutes. Gene classification. Release, in Novemb

VINCENT CAN

Directors Guild Opens Contract Negotiations

The negotiating committee of t Screen Directors International Gu has met representatives of the Fi Producers Association of New Yo headed by Harold Wondsel, preside to discuss terms for a basic agre ment covering the employment a working conditions of film direct in the New York area, and recog tion of the Guild as their collecti bargaining agent. Both sides pledg cooperation.

The meeting was held in the fices of John B. Wheeler, of Wheele Alpert, attorneys for the produce The Guild representatives were hea ed by Joseph R. Kohn, chairman the negotiating committee, and E win Feldman, Guild attorney.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

OL. 82, NO. 89 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 6, 1957 TEN CENTS

ax Experts Observe

ough Fight een on Fast epreciation

llied Plan for Theatres p Against Congress Trend

By J. A. OTTEN

WASHINGTON, Nov. 5. – Con-essional tax experts said they felt llied States Association would face very tough and uphill fight in its ogram to get retroactive rapid de-eciation for theatres.

They pointed out that the trend e last year has been all the other ay, with Congress revolting against e rapid tax amortization policy and pealing most of it even for defense dustries.

Allied's recent board meeting en-

(*Continued on page* 5)

trong Business Cheers xhibitors in France

By HENRY KAHN

PARIS, Nov. 2. (By Air Mail).—rench exhibitors feel the industry is efinitely on the upgrade. During the rst quarter of this year, which does ot include New Year's, 104 million ats were sold, the best figure since 948.

During the second quarter 100 mil-

(*Continued on page* 5)

abinovitz to Loew's s Assistant Treasurer

Jason Rabinovitz, with American roadcasting - Paramount Theatres nce 1950 and since April, 1956, ad-inistrative vice-president of the BC television network, has been ap-ointed assistant treasurer at Loew's,

(*Continued on page* 5)

Television Today Page 5

Strong Support Is Accorded To Industry's New Slogan

The motion picture industry is giving enthusiastic support to the industry's new slogan: "Get More Out Of Life . . . Go Out To A Movie," according to Charles E. McCarthy, information director of COMPO.

Since its adoption only two weeks ago, the phrase is being broadcast daily over many radio and TV stations, appearing as a masthead on newspaper movie columns, featured in theatre display ads, lobby posters and boxoffice frames and imprinted on circulars, banners, balloons and other advertising promotions. Negotiations are under way for use of the slogan by restaurants and other re-

(*Continued on page* 8)

News of Day May Produce 'U' News

Discussions are being held on a proposal for News of the Day to produce the Universal Newsreel, starting Jan. 1 or soon thereafter.

Universal News would retain its name and would continue to be distributed by Universal Pictures, but virtually its entire staff would be eliminated. The resultant economies would permit the Universal reel to continue in existence instead of being eliminated completely as the Warner Pathe and Paramount newsreels were during the past 18 months.

Although one newsgathering agency and production staff would turn out News of the Day and Universal News, efforts would be made to have

(*Continued on page* 5)

Telemeter Showings Set For TOA Convention

A full series of Telemeter demonstrations will be held at the Americana Hotel in Miami Beach, in connection with the TOA-TESMA Trade Show, November 20-23, it was announced yesterday by Louis A. Novins, president of International Telemeter Corporation.

The entire Lanai Suite at the

(*Continued on page* 5)

Human Relations Award Presented to Brandt

Harry Brandt was awarded the third annual Human Relations Award of the Jewish Defense Appeal Monday at a luncheon in the Sheraton Astor here. The presentation was made by Mayor Robert F. Wagner.

The Mayor praised Brandt's "tireless efforts in behalf of civil rights"

(*Continued on page* 8)

Seattle Exhibitors Ask Tax Aid Again

Special to THE DAILY

SEATTLE, Nov. 5.—The Theatre Operators of Washington have again asked the Seattle city council to modify or amend the city admission tax. William F. Devin, attorney for the theatre operators, has asked the coun-

(*Continued on page* 8)

Two 71-Year-Old Northwest Pioneers Still Active in Theatre Business

Special to THE DAILY

PORTLAND, Ore., Nov. 5—Ray Grombacher and Walter E. Tebbetts, both 71 years old, are still active in the Pacific Northwest theatre scene they helped to pioneer.

Grombacher, who started in the motion picture business in Spokane, Wash., in 1908, is currently operating the Esquire Theatre in the Nob Hill section of Portland. He still looks back fondly on his first theatre in Spokane, which played everything—burlesque, vaudeville, stage plays, and, of course, films. The house was the third in the Pacific Northwest equipped to handle talking pictures when that revolutionary change rocked the industry.

Although he is semi-retired, Grombacher doesn't yet figure on chang-

(*Continued on page* 5)

Resume Today

Clearance Is Top Subject Of Arbitration

Allied Representatives To Insist on Definition

By JAMES M. JERAULD

Conferences on arbitration are scheduled to resume today at the Motion Picture Association of America offices with Allied States' representatives ready to insist that clearances be defined as dating from the close of a previous run to the opening of the following run.

This insistance is not entirely new. It has been brought up in the four previous meetings of the conferees in recent months, but it was brought out into the open at the Allied States convention at Kiamesha Lake. The

(*Continued on page* 5)

Bruce Eells Appointed To UA TV Position

The appointment of Bruce G. Eells as executive vice-president of United Artists Television, Inc., recently-formed, wholly-owned subsidiary of United Artists Corp., was announced Monday by Arthur B. Krim, UA president. Eells, currently vice-president of Television Programs of America and a pioneer in the field of TV film and program syndication, will be in charge of United Artists' projected television film production activities. His appointment will take

(*Continued on page* 5)

Robt. Vogel to New Post; Headed MGM Int'l Dept.

From THE DAILY Bureau

HOLLYWOOD, Nov. 5 – Robert Vogel, for many years M-G-M studio international department head, has been elevated to a new executive position, it was learned today.

Vogel will continue to serve the studio as its Production Code Administration contact. Peggy O'Day, his assistant, will be given charge of the international department.

PERSONAL MENTION

SAM KUNITZKY, United Artists branch manager in Montreal, has arrived in New York from there.

•

IRVING SOCHIN, general sales manager of Rank Film Distributors of America, left here yesterday for Detroit and Cleveland.

•

SYDNEY BOX, British producer, arrived in New York on Monday via B.O.A.C. from London.

•

ED HIBER, Universal-International branch manager in Philadelphia, and MRS. HIBER are celebrating their 35th wedding anniversary in New York this week.

•

HOWARD REIF, partner in Modern Theatres, Cleveland, has left there with his mother to open their winter home in Florida.

•

LOUIS MOLTICH, general manager of Clark Transfer Co., Philadelphia, became a grandfather last week with the birth of a child to his daughter, MRS. ELLIS A. DEULL.

•

SAL ADORO, Sr., general manager of the M & D Theatres, Middletown, Conn., has been discharged from Middlesex Memorial Hospital following a checkup.

Sir Jarratt Named New Honorary KRS President

From THE DAILY Bureau

LONDON, Nov. 5 – Sir Arthur Jarratt, executive chairman and joint managing director, George Humphries & Co., Ltd., has been unanimously elected honorary president of the Kinematograph Renters Society, Ltd., by the society's executive council.

The appointment evinced surprise in certain quarters here, in as much as it apparently contradicts the KRS principle, established in the case of Sir David Griffiths, of appointing a paid president. Jarratt is not expected to abandon his diverse directorial interests, which include, in addition to his positions with George Humphries, managing director, British Lion Films, Ltd.; chairman, Mole-Richardson (England) Ltd.; director, Cine Industrial Productions, Ltd.; and director, Shepperton Productions, Ltd.

Anti-Pay-TVs Still Ahead In Poll of Langer

From THE DAILY Bureau

WASHINGTON, Nov. 5. – The antis still heavily outweigh the pros in Sen. William Langer's (D., N.D.) poll of Bartlesville residents. As of today, Langer had received 1,755 votes against subscription television and 144 for it. Another 231 voted specifically against broadcast toll-TV but for wired toll-TV.

Rowley Urges Playdates For 'Show Business'

"The Heart of Show Business," originally produced by Ralph Staub for Variety Clubs International as a 55-minute feature, has been cut to 20 minutes, and Columbia has 125 prints for distribution.

John Rowley, international chief barker, has made an urgent appeal to exhibitors to play it, regardless of whether they have contracts to do so. To date it has been presented in 3,350 theatres. The profits, if any, will go to the maintenance of the Will Rogers Memorial Hospital, with a small percentage for Variety International. Bookings are virtually at standstill at present.

'Difficult to Understand'

"This is an impasse, difficult for me to understand," says Rowley, "and contractural obligations are beside the point. I should think that every exhibitor in the country, whether he belongs to Variety or not, would be willing to play this picture. Aside from the vast amount of good to be derived from the profits, it is the greatest exponent of goodwill for the amusement industry at our command, and certainly our industry needs it at the present time."

Guild Writer-Employers Cause Eyebrow Raising

From THE DAILY Bureau

HOLLYWOOD, Nov. 5. – Members of the Writers Guild of America have raised a question as to the propriety of having officers act as producers and directors, which makes them employers and guild members at the same time.

Three of the members are in this position: Edmund Hartman, president, who is a staff producer for Columbia Broadcasting System; Daniel Taradash, first vice-president, is a partner of Julius Blaustein in theatrical productions, and David Dortort, second vice-president, is producer of Window-Glenn Productions' Western series starring John Payne.

Griffing Makes Reply To Langer Criticism

Special to THE DAILY

BARTLESVILLE, Okla., Nov. 5.– Henry S. Griffing, president of Video Independent Theatres, answered Senator William Langer's criticism of the Telemovie experiment here in an advertisement headed "Sorry, the Senator Is Confused" in Sunday's "Bartlesville Examiner-Enterprise."

Griffing gave falling grosses as the reason for his company's entering subscription television. "Our theatres have been in business in Bartlesville for 28 years," he said. "In the last few years television has kept many of our customers at home. Three theatres (the Crown, Rex and Lyric) have been abandoned. In the face of this we are trying, just like any other merchant, to give more service and deliver our merchandise to the customer."

Summerville Canadian Pioneer of the Year

Special to THE DAILY

TORONTO, Nov. 5.–W. A. (Billy) Summerville, Sr., 78, early veteran of the motion picture industry and longtime politician in this community, will be honored Nov. 28 by the Canadian Picture Pioneers as the Pioneer of the Year.

Another pioneer of the industry, Ken Leach of Calgary, will be given a special award the same evening.

Like Summerville, builder of the Eastwood and Prince of Wales Theatres here, Leach has been a community worker. Leach built the Strand, Calgary, in which he is now a partner of Famous Players Canadian Corporation, and at one time was president of the Alberta Theatres Association.

Summerville has been successively an alderman, controller and member of the Provincial Legislature.

Goldwyn Antitrust Suit To Resume Today

Special to THE DAILY

SAN FRANCISCO, Nov. 5.–The trial of Samuel Goldwyn's anti-trust suit against Fox West Coast, National Theatres and 20th Century-Fox Film Corp., will resume tomorrow.

The action was recessed in late September because Judge Edward P. Murphy had to take an out-of-state assignment. Cross - examination of James A. Mulvey, president of the Samuel Goldwyn Co., is expected to be completed in a short time. Goldwyn will be the next and last witness for the plaintiff. The defense presentation is expected to last a month.

AA Heads Buy Stock Heavily

From THE DAILY Bureau

WASHINGTON, Nov. 5.–Officers of Allied Artists Pictures bought the stock heavily during August and September, according to reports to the Securities and Exchange Commission.

Samuel Broidy and George D. Burrows each bought 8,000 shares in September, boosting their holdings to 69,718 shares and 33,386 shares, respectively. Sam Wolf bought 1,500 shares in August and 7,000 shares in September, and held 14,450 shares at the end of September. G. Ralph Branton bought 1,900 shares in August, giving himself 41,625 shares, in addition to 2,200 owned by his wife.

Trading in other film company stocks by officers and directors during the period was light, the SEC revealed. Alan May reported buying 400 shares of National Theatres common, for a total holding of 800 shares. Herbert J. Yates sold 1,000 shares of Republic Pictures common, dropping his total to 53,060.

Production Activity High at Allied Artists

Allied Artists has acquired 12 pictures since it three months ago announced a new operational policy including expansion of its distribution and co-production facilities to independent producers, Steve Broidy, president, said yesterday. Of the 12 pictures, six were filmed prior to Aug. 1, and six finished since then, he said.

The company has also concluded negotiations with 11 producers for an additional 20 films yet to be made.

Over the weekend negotiations were finalized with producer Bruce Newbery, who is to make six films for release during the next 18 months, and G. L. Productions, Inc., which will film two in England.

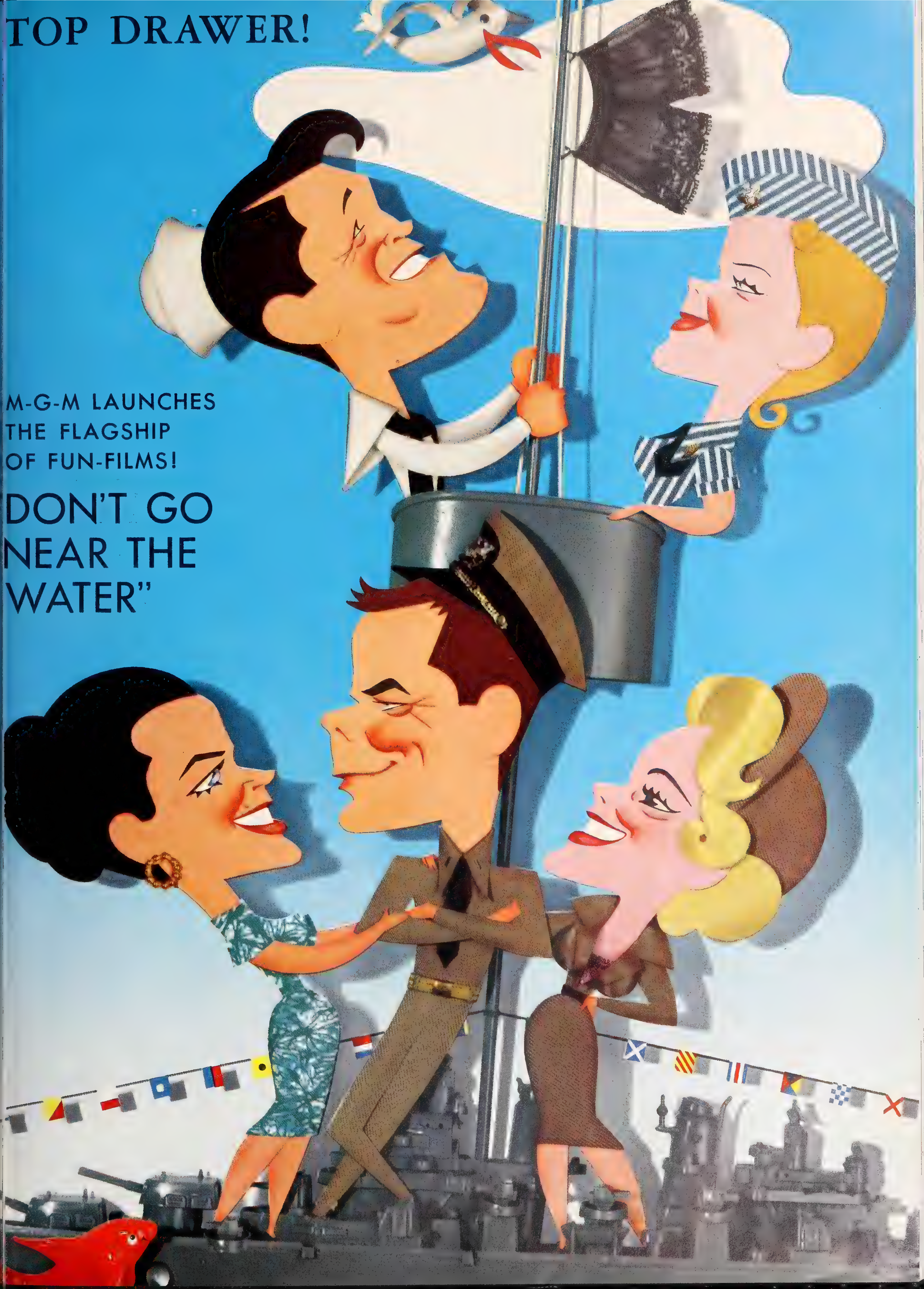
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"LES GIRLS" starring
GENE KELLY • MITZI GAYNOR
KAY KENDALL • TAINA ELG
An M-G-M Picture in CINEMASCOPE and METROCOLOR
and SPECTACULAR STAGE PRESENTATION

WHEN YOU NEED
SPECIAL TRAILERS
'GOOD' AND F-A-S-T
SEND YOUR ORDER TO
FILMACK
CHICAGO, 1327 S. Wabash - NEW YORK, 630 Ninth Av

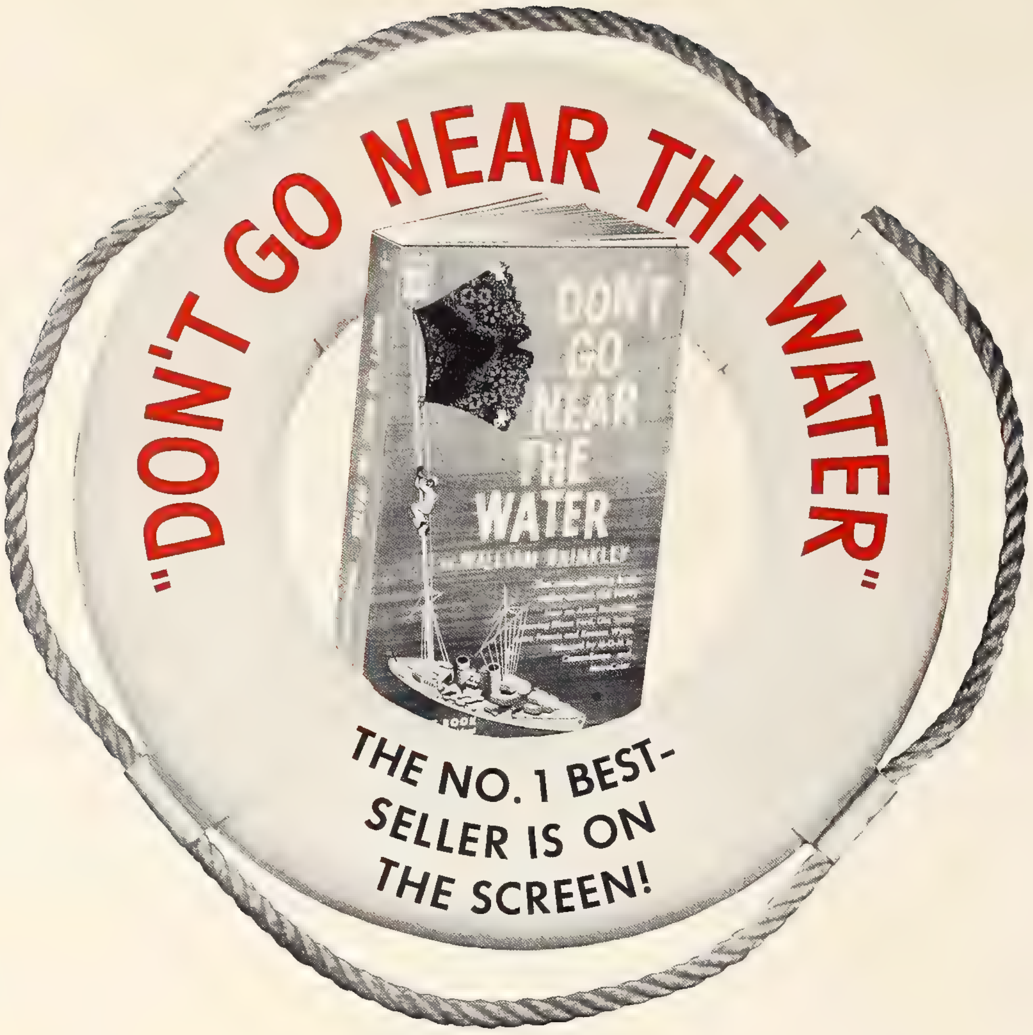
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

TOP DRAWER!



M-G-M LAUNCHES
THE FLAGSHIP
OF FUN-FILMS!

DON'T GO NEAR THE WATER"


"DON'T GO NEAR THE WATER"
DON'T GO NEAR THE WATER
WILLIAM BRINKLEY
THE NO. 1 BEST-SELLER IS ON THE SCREEN!

LIFE-SAVER!

WHEN Hedda Hopper predicts to millions:
"You will howl your head off!"–

WHEN Louella Parsons tells the nation:
"Preview audience never stopped laughing. Don't miss it!"–

WHEN Groucho Marx states to the public:
"One of the funniest pictures I've ever seen!"–

IT'S THE TIP-OFF TO THE TOPS!

★

M-G-M Presents

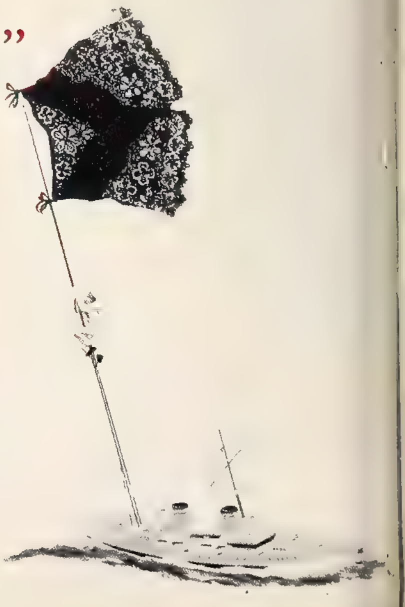
"DON'T GO NEAR THE WATER"

Starring

GLENN FORD

GIA SCALA · EARL HOLLIMAN · ANNE FRANCIS
KEENAN WYNN · FRED CLARK · EVA GABOR
RUSS TAMBLYN · JEFF RICHARDS

Screen Play by DOROTHY KINGSLEY and GEORGE WELLS
Based on the Novel by WILLIAM BRINKLEY
In CINEMASCOPE And METROCOLOR • AN AVON PRODUCTION
Directed by CHARLES WALTERS • Produced by LAWRENCE WEINGARTEN



Litho U.S.A.

Clearance Is Top Subject

(Continued from page 1)

onvention approved the stand taken y its representatives—Myers, Nathan amins, Edward W. Lider and Wilur Snaper.

Prior to that time strict secrecy had een maintained by all those taking art in the attempts to formulate an bitration system.

Present clearances are based on vailabilities of prints, a source of onsiderable complaint in recent years nce print shortages have often upset ooking schedules as well as adding ther complications to theatre mangement. Multiple openings which ave required the concentration of rints in different parts of the country ave also been a factor.

It is reported there is considerable istributor opposition to the proposed definition of clearances in sales contracts. Support for it is expected from Theatre Owners of America members, however, at their Miami convention starting Nov. 20.

The distributor members of the joint arbitration committee are: A. Montague, Columbia; Charles M. Reagan, Loew's; Robert J. Rubin, Paramount; Adolph Schimel, Universal-International, and Howard Levinson, Warner Bros.

Exhibitor representatives are: TOA —Ernest G. Stellings, Herman M. Levy, John Stembler, Albert M. Pickus, George G. Kerasotes and Joseph Alterman; Allied — Abram F. Myers, Nathan Yamins, Edward M. Lider and Wilbur Snaper; ITOA—Max A. Cohen.

Tough Fight

(Continued from page 1)

orsed a suggestion of President ulius Gordon that the exhibitor oranization fight for retroactive rapid epreciation of theatres and theatre quipment in order to get tax refunds or recent years. The board did not pecify how far back it would seek apid depreciation nor at how fast rate.

However, some Allied officials suggested that permission to go back en years and write off equipment at rate of 10 per cent a year would e extremely favorable.

They also indicated that Allied ould hit all revenues in its campaign—the Treasury Department, the louse Ways and Means Committee, he Senate Finance Committee, the oint House-Senate Committee on Internal Revenue Taxation, and individual members of Congress.

But Congressional tax experts said hey thought the chances of Allied heeting with success were comaratively slim.

2 Northwest Pioneers

(Continued from page 1)

ng that status. "I just can't quit, as he theatre business is all I know," e says. "As to the future, well that s just so much guesswork. Television has hurt, but the drive-ins have ot hurt the neighborhood 'sit-down' ouses much. Drive-ins are attracting lientele that would not have proided customers for neighborhoods nyway." Grombacher described the ast years as "great," but said that he future looked "hazy."

Tebbetts, who got into the theare business in Chicago in 1910 where e operated the Humboldt, a house hat showed one-reel comedies along vith vaudeville, has retired from the usiness twice, once in 1930 when e sold his string of theatres to the Vest Coast chain, and again in 1940, vhen he visited Europe. He doesn't elieve he will retire again. "While 'll admit to 71, I feel like 45," he ays.

News of the Day

(Continued from page 1)

each retain its identity through use of somewhat different material and retention of both reels' present commentators. Also, Tom Mead, editor of Universal News, would be retained to give the Universal reel individual editorial supervision.

Contracts with various employee groups, including cameramen, will remain in effect until the end of the year. In addition, the cameramen's contract prohibits use of their material in more than one reel. Thus, the approval and cooperation of that union is essential to the completion of the deal.

In addition to producing the newsreel, the Universal staff also made short subjects

Business in France

(Continued from page 1)

lion admissions were sold. This figure has not been reached in the second quarter for ten years.

Results of the second half of the year are awaited due to an increase in admission prices allowed by the government. Many exhibitors have not taken advantage of the opportunity to boost scales. Programs still come under the control of the National Film Center, which is a part of the Ministry of Commerce.

Television has made slow progress. In the important centers like Paris, Marseilles and the north, television is developing at the rate of from four to six per cent yearly. In other parts of France, the increase is not more than one to three per cent.

Rabinovitz to Loew's

(Continued from page 1)

Inc., it was announced on Monday by Robert H. O'Brien, financial vice-president. He will begin his new duties immediately.

A graduate of Harvard, '43, Rabinovitz also graduated from the Harvard School of Business Administration in 1948, following service as a captain in military intelligence with the 11th Airborne Division.

Television Today

Telemeter

(Continued from page 1)

Americana has been set aside for the demonstrations, which will feature the Telemeter closed-circuit transmission from its inception at the sending station to its reception on the home TV set via the Telemeter device.

In addition to the demonstrations in the Lanai Suite, Telemeter will also have its own display booth at the exhibition floor of the trade show. The Telemeter contingent in attendance will include, in addition to Novins, Carl Leserman, director; Paul MacNamara, vice-president in charge of public relations; William Rubinstein, administrative assistant; Howard G. Minsky, eastern sales manager; and Al Margolies, publicity-advertising.

A full demonstration of the system has also been scheduled for November 12 at the Savoy-Plaza here. Arranged under the auspices of the League of New York Theatres, the demonstration will be used to acquaint producers with the possibilities of pay telecasts of Broadway stage productions.

Eells to UA

(Continued from page 1)

effect sometime before the first of the year and he will make his headquarters in New York.

UA Television, Inc., will in effect, parallel the theatrical film activities of the parent UA company. Just as United Artists Corp. participates in the financing as well as the distribution of theatrical films with independent producers, so UA Television will work in a similar fashion with the independent producers of television film programs.

As the head of this TV project, Eells brings to his new post more than 25 years experience in the field of broadcasting and business administration.

One Man's TViews

By Pinky Herman

A DISTINCT beat was ABCopped by Leonard Goldenson's stalwarts when the youngest TV network enticed "Harbourmaster," telefilm series starring Barry Sullivan from CBS. Program, sponsored by R. J. Reynolds Tobacco starts on the ABChannel Sunday, Jan. 5 (8:00-8:30 P.M.), following "Maverick," which for the first time outrated Steve Allen last Sunday and almost topped "Sullivan." Net will be plenty strong with the Jan. 26 debut of "Sid Ceasar-Imogene Coca which will give ABC a line-up of "Maverick,"-"Harbourmaster"-"Ceasar" back to back. . . . Al Lewis, who directed and co-authored with Joe Quillan the radio version of Eve Arden's "Our Miss Brooks" series back in 1948 and continued in the same capacity when the program became a CBS-TVehicle three years ago, has been named producer of the "Eve Arden Show." . . . NBC prexy Robert W. Sarnoff, reporting from the Coast on Monday, told of the network's plan to switch to magnetic video tape-recording operations in April, which means that both black-and-white (kinescope) and color (lenticular) film recording processes will be discontinued at that time.

☆ ☆ ☆

Kenneth Bilby

SUCCESS STORY:—A graduate of the University of Arizona, Kenneth W. Bilby, started work as a copy boy with the New York "Herald Tribune," later became the paper's Columbia University correspondent and in 1939 was appointed to the paper's reporter staff. From 1941 to 1946 he served in the Armed Forces (European Theatre) starting as a private and rising to the rank of lieutenant colonel during which time he was awarded the Silver Star, Legion of Merit, Bronze Star, Croix de Guerre and Presidential Citation. After the war he rejoined the "Herald-Tribune" as United Nations correspondent later as a foreign correspondent covering Europe and the Middle East. After two years in the public relations division of RCA Victor in Camden, he joined NBC and became vice-president for public relations in 1954. Monday, Prexy Robert W. Sarnoff named Ken Bilby an executive vice-president and will be responsible for the press, national advertising and promotion, exploitation, merchandising and continuity acceptance for the company.

ELVIS GOING LIKE HELVIS!

"Jailhouse Rock" is No. 2 song in America.. and headed for the top!

P. S. Get in on the M-G-M box-office boom! "LES GIRLS" *(Sol C. Siegel Prod.)* WOW! "DON'T GO NEAR THE WATER" comedy block-buster sets 2-year Audience Preview rating record! Watch for "BROTHERS KARAMAZOV" the Great of '58; "GIGI" *(Arthur Freed Prod.)* the Musical of the Century! And keep an eye on "RAINTREE COUNTY" in its SRO special road-show engagements!

"JAILHOUSE" SETS ALL-TIME RECORDS!

New M-G-M Box-office Highs Nationwide!

In Charlotte-
In Detroit *(non-holiday)*
In Memphis *(non-holiday)*
In Atlanta-
In Nashville-
In New Orleans-
In Jackson, Miss.-
In Little Rock-
In Mobile-
In Pensacola-
In Durham-
In Jackson, Tenn.-
In Birmingham-
In Columbia, S. C.-
In Tulsa-
In Owensboro, Ky.-
In Fort Worth-

At press-time 1,000 saturation bookings have begun or are about to begin—and it's the same sensational story everywhere:

A NEW HIT IS BORN!

M-G-M presents ELVIS PRESLEY in "JAILHOUSE ROCK" co-starring Judy Tyler · with Mickey Shaughnessy · Dean Jones Jennifer Holden · Screen Play by Guy Trosper · In CinemaScope An Avon Production · Directed by Richard Thorpe · Produced by Pandro S. Berman.

SAYONARA

starring MARLON BRANDO
and introducing Miiko Taka
is a love story,
a most wondrous love story,
that will warm the hearts of young people everywhere,
from East to West.

seventeen takes particular pride
in presenting this beautiful story
to its 2,800,000 readers
by naming SAYONARA
as its Picture of the Month for December.

Appearing in WARNER BROTHERS' presentation are

Patricia Owens
Red Buttons
Ricardo Montalban
Martha Scott
Miyoshi Umeki
James Garner

Produced by William Goetz
Directed by Joshua Logan
Based on the novel by James A. Michener
Screen Play by Paul Osborn

SAYONARA was filmed in Japan in Technirama® and Technicolor®

Compo Slogan

(*Continued from page* 1)

tail businesses which profit from the patronage of movie-goers.

Typical of the comments received on the slogan was one from **Emil Bernstecker** of Florida State Theatres, who wrote:

"You have a hit. Wherever merchants suffer from hardening of the arteries of trade due to TV, traffic strangulation and inertia, your slogan opens vistas of co-op promotion with theatres that may earn them their dues for COMPO."

Lou Cohen of the Poli Theatre in Hartford reports that the "Hartford Times" has started to head its movie time-table column with the slogan, and that the "Hartford Courant" will follow suit.

Lou Brown, advertising manager of Loew's Theatres in New Haven, said, "We are starting to incorporate this in our ads, lobby posters, etc. and both the "New Haven Register" and "Journal-Courier" are using this slogan in their daily movie time table. We expect to have other towns doing this in the next few days."

All of the advertising departments of the major distributors, and their coast offices, have agreed to cooperate. **Paul Lazarus,** head of the Columbia Pictures advertising and publicity department, wrote: "The slogan is being incorporated in all Columbia advertising immediately. We will also work with National Screen to include the slogan in as many of our accessory pieces as possible."

Si Seadler, advertising manager of M-G-M, said he has started his slogan campaign.

Each distributor is naming an individual "slogan contact man" to concentrate on the promotion. Named to date are **Bob Ferguson** of Columbia, **Lars McSorley** of Allied Artists and **Seadler.**

Harry Mandel, general advertising director of all RKO Theatres, started inserting the slogan in RKO advertising in the New York newspapers on October 30. **Ernie Emerling,** ad chief of Loew's Theatres, also is going all out in use of the slogan in his company's advertising and promotional material.

Hy Fine of the New England Theatres, Inc., Boston, wrote: "We have prepared special drawings of the slogan in various sizes and panels for inclusion in all our display ads for the Metropolitan, Paramount and Fenway Theatres in Boston."

Sydney J. Poppay of the Stanley Warner Theatres in Philadelphia said: "We have contacted our three radio stations—WSBA, WNOW and WORK. From each station daily they announce our current attractions. At the close of the announcements they will use the industry slogan."

Albert Bernstein, district manager of the Neighborhood Theatres of Petersburg, Va., who has been running his own business-building slogans for some time, has switched to the new industry slogan which is displayed in an attractive box on theatre advertising pages.

Albert Sottile, president of Pastime Amusement Co. of Char ton, S. C., said, "It's a good slo and we will start making use of at once—here and there and eve where, and in any place we ha access to."

Frank Murphy of the Loew's th tres in Cleveland, said "Immedi publicity is being given to the slog in our theatres in Cleveland, Tole Akron, and Chicago." **Bob Carn** manager of Loew's Poli in Waterbu lists a number of items on whi the slogan will be used including small decorative plaque in front the theatre.

Birk Binnard, director of advert ing for the Stanley Warner Theat in Philadelphia, has sent a bulle to all theatre and district manag and department heads, urging the e tire organization to get behind t slogan.

Report Queen 'Enchanted' By Performance of 'Girls'

By PETER BURNUP

LONDON, Nov. 5 – Despite rential rain, thousands throm Leicester Square here to witness arrival of Queen Elizabeth and entourage at last night's comm performance of M-G-M's "Les Gi held for the benefit of the Tra Benevolent Fund. Court represe tives reported the Queen as ' chanted" by the performance.

Trade circles here welcomed occasion as an important spur to business in the area.

Human Relations Awar

(*Continued from page* 1)

both in and outside the motion pictu industry.

Brandt, in turn, awarded a plaq to Boris Morros, who spent ten yea as a counter espionage agent for t FBI. Brandt is an honorary chairm of the JDA and has worked in beha of both the JDA and its agencies, t American Jewish Committee and t Anti-Defamation League of B'n B'rith, which is seeking to raise $5 600,000 for its program.

The Mayor called attention Brandt's efforts in behalf of the Ne York State Citizens Commissio against discrimination in housing.

Robert S. Benjamin, chairman c the board of United Artists, preside Arnold N. Grant, general campaig chairman for the JDA, discussed th problem of raising funds and appeale for contributions.

Seattle Exhibitors

(*Continued from page* 1)

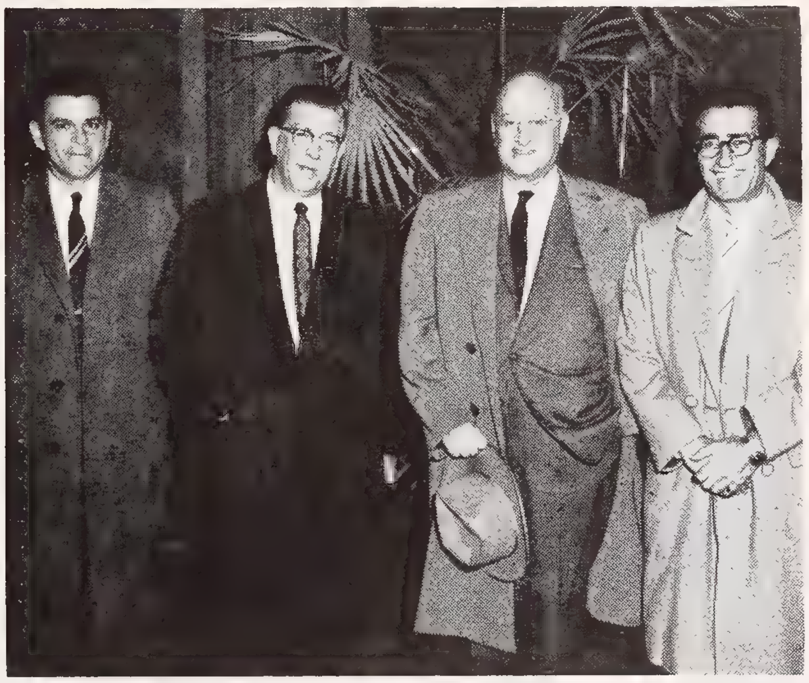
cil to work out if possible "a formul which is fair and equitable to the mo tion picture theatres." In setting th city's 1958 budget, the council decided not to change the admission ta because the revenue is needed to hel finance municipal operations.

'Sayonara' Acclaimed at N.Y. Trade show!

A CAPACITY AUDIENCE, comprising leading exhibitors, representatives of all communications media and other opinion makers turned out Monday morning to witness a trade showing of "Sayonara," William Goetz production for Warner Bros., at the Criterion Theatre. Similar screenings of the Technirama-Technicolor production were held simultaneously in selected theatres in the company's 31 other exchange centers throughout the country. The film, produced by William Goetz and directed by Joshua Logan based on the James A. Michener best-selling novel, stars Marlon Brando, and co-stars Patricia Owens, Red Buttons, Miiko Taka, Ricardo Montalban, Martha Scott, Miyoshi Umeki and James Garner. Irving Berlin wrote the words and music for the theme song of "Sayonara," which has a background musical score by Franz Waxman. The screenplay was written by Paul Osborn. The picture will have its world premiere as the Christmas attraction at Radio City Music Hall.

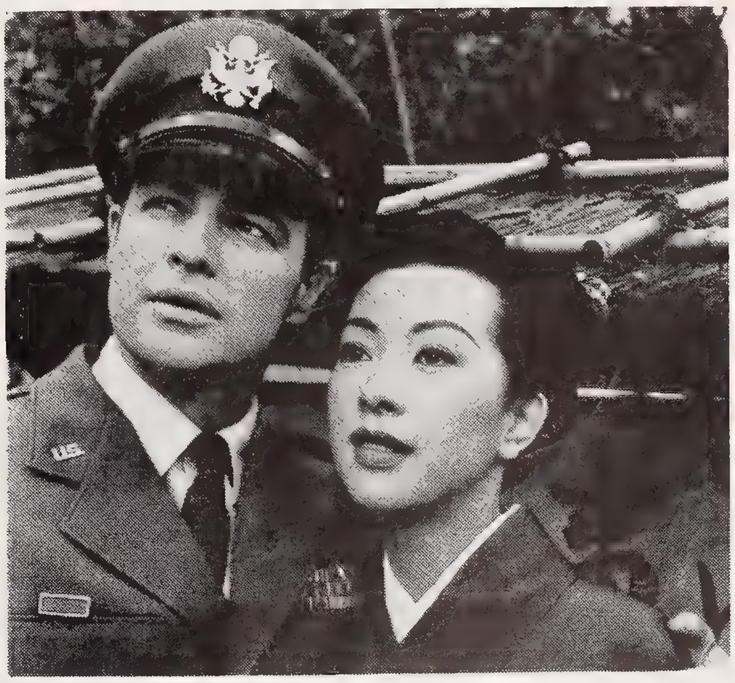
w's Theatres executives John Murphy, Eugene Picker, Ben Joel and pold Friedman.

Morty Lightstone, Island Theatre Circuit; Archie Berish, RKO Theatres, and Jack Harris, Walter Reade Theatres.



Ed Fabian, Fabian Theatres; Jules Lapidus, WB Eastern and Canadian division sales manager; Roy Haines, WB general sales manager, and Harold Rinzler, Randforce.

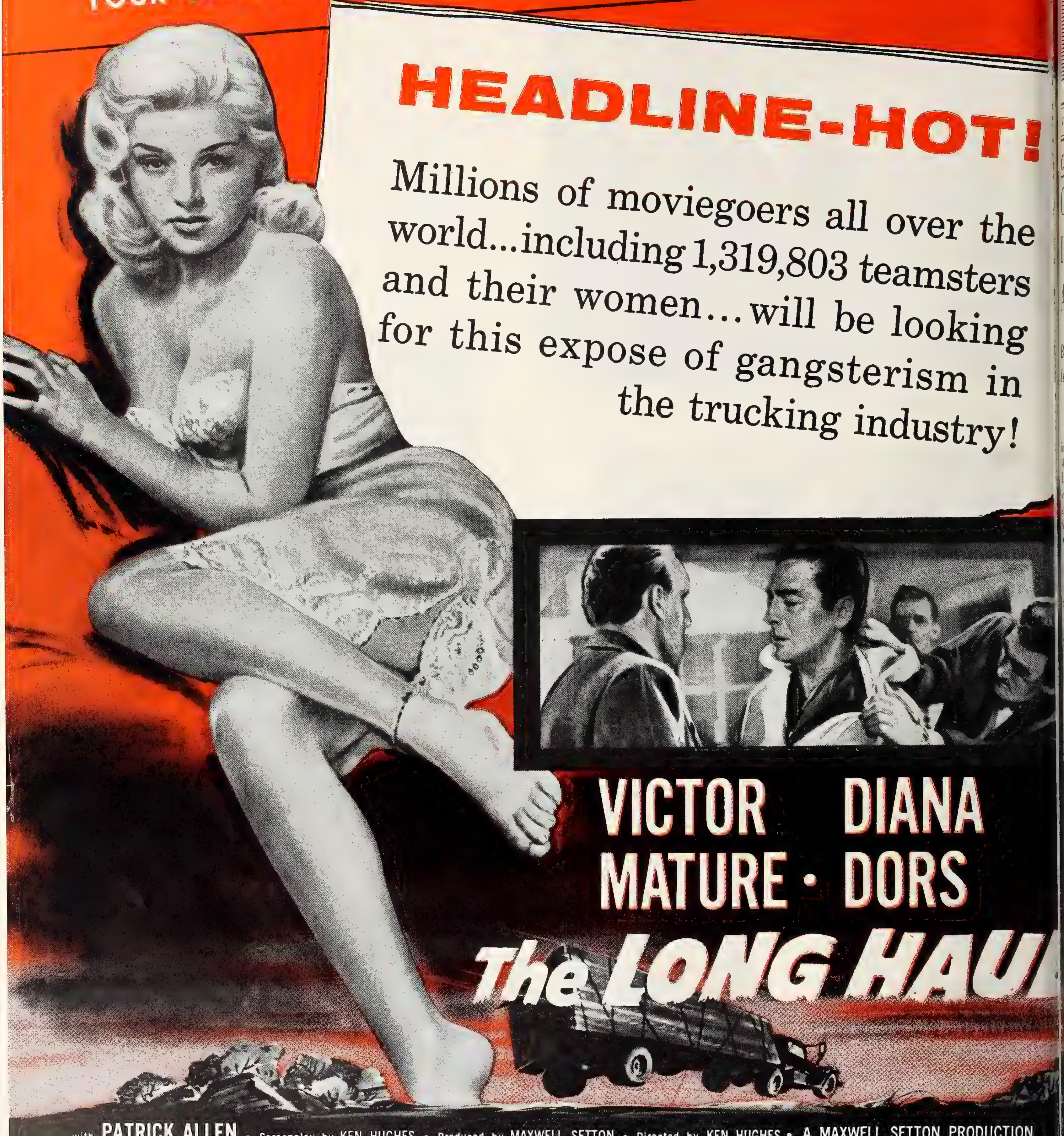
Carles Smakwitz, Stanley Warner New Jsey zone manager.



Marlon Brando and Miiko Taka, who have the co-starring roles in "Sayonara."

Wilbur Snaper, Snaper Theatres, and Robert S. Taplinger, WB vice-president and director of advertising and public relations.

WHEN **MATURE** BREAKS DOWN **DORS**
YOUR CUSTOMERS ARE GOING TO BREAK THE DOORS DOWN!



HEADLINE-HOT!

Millions of moviegoers all over the world...including 1,319,803 teamsters and their women...will be looking for this expose of gangsterism in the trucking industry!

VICTOR MATURE · DIANA DORS

The LONG HAU

with **PATRICK ALLEN** • Screenplay by KEN HUGHES • Produced by MAXWELL SETTON • Directed by KEN HUGHES • A MAXWELL SETTON PRODUCTION

HAUL YOURSELF DOWN TO THE EXCHANGE
...AND BOOK THE BIG THRILLS FROM *Columbia!*

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 90 NEW YORK, U.S.A., THURSDAY, NOVEMBER 7, 1957 TEN CENTS

Citations to Be Fewer

Changes Voted In Academy's Award System

Balloting on Nominations Is Limited to Members

By WILLIAM R. WEAVER

HOLLYWOOD, Nov. 6 – The board of directors of the Academy of Motion Picture Arts and Sciences today voted procedural changes in the awards system calculated to simplify and strengthen the organization's internal structure and to enhance the Academy's worldwide prestige.

Most far-reaching among the changes voted is the strict limiting of nominations-voting to Academy members, as long has been the case in

(*Continued on page* 6)

Full, Varied Agenda For TOA's Meeting

Practically all the problems facing exhibitors are scheduled for discussion during the 10th anniversary convention of Theatre Owners of America November 17-23 at the Americana Hotel, Miami Beach, according to a tentative agenda released yesterday.

These include conciliation and ar-

(*Continued on page* 6)

Baltimore Ad Tax Plans Coming Up for Hearing

Special to THE DAILY

BALTIMORE, Nov. 6.–Two bills aimed at placing taxes on advertising in this city will come up for public hearing Nov. 13 before the city council. Both are opposed by advertising

(*Continued on page* 12)

TRADEWISE

on page 2

Television Today

on page 12

Lippert to Withdraw Application for Pay-TV License in Fresno; Blames Public Antagonism

From THE DAILY Bureau

HOLLYWOOD, Nov. 6–Exhibitor Robert L. Lippert, who has applications for closed-circuit-pay-television licenses on file in six West Coast cities where he owns theatres and drive-ins, told *MOTION PICTURE DAILY* today he is withdrawing his Fresno, Calif., application, following a city council session in which more than a score of women, representing various local organizations, roundly denounced the whole pay-television institution.

Lippert said, "I was the first applicant for licensing in Fresno, Northfield, Modesto, Klameth Falls and Eureka, and I will let the remaining applications stand until public attitude manifests itself. None of them have come up for council consideration yet. I had no idea that public antagonism would arise way it did in Fresno."

Lippert said the applications in each instance conform to the pattern which is becoming general, seeking city permission to use streets and facilities for stringing wires and manning other communications use, in return for payment of two per cent of the gross revenue to the city. He said he had not stipulated any particular system for use, and has not made any choice.

N. E. Exhibitor Groups Endorse AB-PT Plan

Two New England theatre organizations adopted resolutions this week to endorse the efforts of Leonard Goldenson and Edward L. Hyman of American Broadcasting - Paramount Theatres for orderly distribution of motion pictures.

At a special meeting called by president Edward M. Fay, the Theatre Owners of Rhode Island expressed the hope that distributors "would give the matter deep consideration."

The Motion Picture Theatre Own-

(*Continued on page* 12)

'Subliminal Perception' Draws FCC Attention

Special to THE DAILY

WASHINGTON, Nov. 6. – The Federal Communications Commission today said it is investigating that possible use of "subliminal perception" advertising on television. This is a form of invisible selling by flashing a message on a screen at a speed too

(*Continued on page* 12)

Phila. Drive-Ins Adopt New Operating Policy

Special to THE DAILY

PHILADELPHIA, Nov. 6.–Hit by bad business conditions, heightened by the flu outbreak and adverse weather, the Philadelphia Area Drive-In Operators Association has adopted

(*Continued on page* 12)

Plan to Reopen Two N. Y. Theatres

Special to THE DAILY

ALBANY, Nov. 6. – Harold De Graw, former Schine Circuit district manager in Oneonta, and John Fernicola, one-time 20th-Fox salesman in New York, have assumed control of the closed Smalley's Theatre in Sidney and the darkened Palace in Oneonta. De Graw, who now owns

(*Continued on page* 12)

North Calif. Exhibitors, Unions Warn of Pay-TV

Special to THE DAILY

SAN FRANCISCO, Nov. 6 – Film producers today were blasted for giving aid and comfort to toll-TV proponents at a meeting here of Northern California exhibitors and theatrical union representatives. Ar-

(*Continued on page* 12)

Arbitration Committee May Meet in December

Another meeting of the arbitration negotiating committee may be held early in December if a date agreeable to all the participants can be agreed upon.

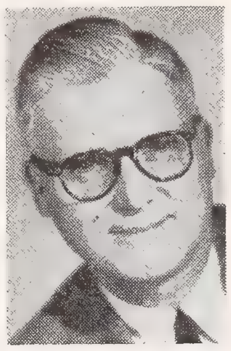
No session was held yesterday because no acceptance had been received from one of the organizations involved.

Succeeds Feldman

H. H. Martin Appointed 'U' Sales Manager

Southern Division Manager With Company 23 Years

Henry H. "Hi" Martin, currently Southern division manager of Universal Pictures, has been appointed general sales manager of the company, it was announced yesterday by Milton R. Rackmil, president. Martin succeeds the late Charles J. Feldman.



Henry H. Martin

Martin has been with Universal 23 years, moving up from poster clerk to the top sales spot, as did his predecessor. Martin

(*Continued on page* 12)

Decca 9-Month Net Totals $3,123,014

Consolidated net earnings of Decca Records, Inc., for the nine-month period ended Sept. 30, including the company's share of undistributed earnings of its subsidiary, Universal Pictures, amounted to $3,123,014, equal to $1.95 per share on 1,602,501 outstanding shares of capital stock.

In the corresponding period of 1956 Decca reported earnings of $2,917,-379, equal to $1.82 per share on the same number of shares outstanding.

Goldwyn Suit Trial Now Set for Tuesday

Special to THE DAILY

SAN FRANCISCO, Nov. 6. – The trial of Samuel Goldwyn's anti-trust suit against Fox West Coast, National Theatres and 20th Century-Fox Film Corp., which was to have resumed today has been postponed to next Tuesday because of the illness of Judge Edward P. Murphy.

PERSONAL MENTION

BUDDY ADLER, 20th Century-Fox executive producer, arrived in New York yesterday from Hollywood.

•

VICTOR J. HOARE, deputy managing director of Lion International Films, Ltd., returned to London from New York this week via B.O.A.C.

•

DAVID GOLDING is scheduled to return to the Coast from here tomorrow after conferences with JERRY PICKMAN, Paramount advertising-publicity director, on the campaign for "Desire Under the Elms."

•

ALBERT E. SINDLINGER, business analyst, has left his Ridley Park, Pa., headquarters for an extended trip to the West Coast.

•

ARTHUR HORNBLOW, Jr., will arrive in New York next week from Hollywood.

•

DAN CHAMBERLIN, of the M-G-M television publicity division, will return to New York today from the Coast.

•

SOL C. SIEGEL will arrive in New York on Monday from Hollywood.

•

NORMAN WEITMAN, Universal Pictures branch manager in Albany, N. Y., has returned there from New York.

•

JOE STEINER, executive producer for the TV series, "The International Show," will leave here for Hollywood by plane on Saturday.

•

BERNARD MYERSON, Fabian Theatres buyer and booker, was in Albany, N. Y., from here.

•

JAYNE MANSFIELD returned to New York from London yesterday via B.O.A.C.

'Dame' Top AA Grosser

Initial engagements of Allied Artists' "The Hunchback of Notre Dame," in five cities have outgrossed all previous pictures released by the company, including "Friendly Persuasion" and "Love In The Afternoon," Morey R. Goldstein, vice-president and general sales manager of the company, said yesterday. In Philadelphia it grossed $11,000 in three days; San Diego, $10,700 in four; Seattle, $6,900 in three; San Francisco, $9,000 in three; while the first four days in Jacksonville brought $5,500.

TRADEWISE

By ONLOOKER

FOR ALL the constructive action and worthwhile exchange of business building ideas at the recent Allied States national convention, there still was in evidence a strong undercurrent of antagonism for most of distribution and its ways. Inflammatory speeches —and there were a few—might have been more numerous if Allied's full complement of firebrands had been in attendance. Among those missing from the scene were Trueman Rembusch of Indiana, H. A. Cole of Texas, Bennie Berger of Minneapolis, and some others. Although on the scene, Rube Shor of Cincinnati was taken ill and missed some of the business sessions, as did Nate Yamins of Fall River, Mass., who departed early. . . . Thus, Allied's vocal power was far below battle strength and there were occasions, as a result, when a rallying cry, calculated to stir emotions and challenge heated orators to get on their feet on the convention floor, raised nary an echo after the speaker had yielded the microphone, solely because of the absentees. . . . And some of Allied's most pointed barbs were reserved for the industry arbitration negotiations. It was all too apparent that Allied leadership has no enthusiasm whatever for those negotiations. That, it is understood, is the reason why the arbitration conference scheduled to resume here yesterday after almost a two months hiatus, did not reconvene and why no new date for the next session can be announced. Allied representatives didn't respond to the bid to the conference scheduled for yesterday and haven't agreed to a new date, either.

RKO RADIO PICTURES' toppers at a meeting here this week approved action to help maintain the solid front of MPEA members' action relative to release of product in Spain. Understood that RKO Radio will go along with any settlement MPEA may make with the Spanish government, accepting no more than its normal share of permits in the event MPEA can agree on an acceptable formula with Madrid. Such an arrangement presumably would be in lieu of RKO Radio turning over 18 features along with the sale of its Spanish subsidiary to its former representative in Madrid. That, of course, would be far more than its share of the total permits which might be allowed the American industry under an acceptable settlement. . . . Griffith Johnson and Charles Baldwin of MPEA are expected to return to Madrid for further conferences after reporting to Eric Johnston in London yesterday. . . . An RKO Radio official reports that a $5,000,000 domestic distribution gross is in sight for "Jet Pilot," which Universal is distributing under its deal with RKO Radio. Which merely adds to the mystery of why Howard Hughes kept the picture on the shelf all those years.

SPEAKING OF GROSSES, 20th Century-Fox officials are more than elated over prospects for their team of holiday releases, "A Farewell to Arms" and "Peyton Place." Said one: "They're both very big. In fact, the biggest our company has had in the CinemaScope era, and that means in its history. We confidently expect them to outgross 'The Robe'.". . . And the reports at Allied Artists are that "Friendly Persuasion" will come out all right. Still playing, the company's first really costly production is expected to hit $5,000,000 domestic before it completes its initial release rounds. That would be around the break-even point for AA, with profit potentials remaining in reissue, television and other values. . . . Universal's promotion of "Hi" Martin from Southern division manager to general sales manager is similar to 20th Century-Fox's selection of the popular Alex Harrison to head up its sales and distribution following the retirement (to production) of Al Lichtman. Both appointments were made from the ranks and are of men representing a new and younger generation in top executive personnel. Such appointments always are popular with the sales force, and are great for the morale of the members.

Reade Experiments with 'Adult Night' in 2 Theatres

Two Walter Reade Theatres hav instituted on an experimental basi a special policy of restricting atten dance to adult patronage one evenin a week. The theatres are the Carlto in Red Bank, N. J., and the Community in Kingston, N. Y., and th evening selected to exclude customer under 18 years of age is Thursday.

The theatres play a regular program for the "adult night," and coffee is served in the mezzanine fre of charge to patrons. If the pla works out, the circuit will introduc it in other theatres.

New York Voters Favor Allowing Bingo Games

Bingo in New York State was legalized by the adoption of a constitutional amendment in Tuesday's voting, but legislative action will be required before it can go into effect.

Conduct of the games under an annual license will be under the supervision of a permanent lottery commission to be named by Governor Harriman. These appointments, under the terms of an enabling act already in existence, will begin March 1.

Voters in cities, town and villages will decide where the games can be held. Some observers estimate that 50 per cent of the incorporated communities in the state will favor the games, which are mainly sponsored by churches, synagogues and veterans groups. Rules to be enforced by the lottery commission are expected to bar professionals and others from conducting the games. Local governing bodies will be required to examine into the source of the backing.

PRIVATE THEATER AVAILABLE

110 Seats — Completely Air-Cond.
Carpeted Throughout

321 West 44th Street
(Near 8th Avenue)
WARNER BROS. BUILDING

— also —

OFFICE UNITS 3,500-16,000 Sq Ft

Air Conditioned at Budget Rental

IMMEDIATE POSSESSION

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PEOPLE

Arthur Krim, United Artists pres- ent, has scheduled a trade press nference for Monday, Nov. 18, at s office to discuss U.A.'s future pro- ıction plans and other phases of ›erations.

□

George W. Lane, Jr., Lewiston, e., banker and president of the aine and New Hampshire Theatre ›., has been awarded the honorary gree of Doctor of Laws by Bates ›llege, of which he has been an ficer since 1917.

□

William Mansell, district manager the Warner Brothers exchange in ıiladelphia, has been named branch anager to succeed **Charles Beilan,** ıo left the company after 28 years service.

□

Franklin E. Ferguson, promotion ief for the Bailey Theatres, New aven, has been appointed general airman of the New Haven YMCA ea-wide recruitment program.

□

Ben Zimmerman, former manager ıd later co-owner of the Carman ıeatre, Philadelphia, has joined the aff of Capitol Films there as exploi- tion manager to handle promotion r the "Festival of Foreign Films" ries being booked simultaneously neighborhood houses in the area.

□

Joe Joel, for many years adver- ›ing-publicity director for RKO adio in Australia, has been named ıblicity-promotion director for "The en Commandments" for the Far astern and South Pacific territories. e will headquarter at the Paramount fices in Sydney, Australia.

ustman-Hirsch to Film ife of Mother Cabrini

From THE DAILY Bureau

HOLLYWOOD, Nov. 6 — Inde- endent producers Joe Justman and urt Hirsch have announced their in- ependent producing company, La eina Productions, will produce Cabrini," the story of Mother Cab- ni, the first American saint, from a reenplay by Emmett Lavery. The cture will be made in color and either Technirama or the Todd- O process. The story will dramatize ıe miraculous restoration of sight a blinded baby in Columbus Hos- ital, New York City, in 1921, fol- ›wing prayers by the Missionary isters of the Sacred Heart of Jesus, ›ur years after the death of Mother abrini.

The producers have clearances from ather Peter Smith, Laredo, Tex., the riest who was the infant whose ight was restored, and from his ıother, now connected with the abrini Foundation in New York.

Aluminum Domes Latest Project from Todd

Henry J. Kaiser, Mike Todd and Sylvester (Pat) Weaver have introduced aluminum domes in Hawaii for the showing of "Around the World in 80 Days," and they are so enthusiastic about the results they predict these things will be erected around the world for all kinds of entertainment projects.

They say they intend to get together with a group of experts on designs, construction, lighting, acoustics, projection and lighting equipment. The Hawaiian dome was erected by the Kaiser Aluminum & Chemical Corp. in 20 working hours at a cost of $4 per square foot. It seats up to 2,000, is 49½ feet high, 145 feet in diameter, has 16,500 square feet under cover.

Variety of Uses Claimed

The backers declare that as a combined theatre and auditorium it fills a need for varied purposes—conventions, banquets, cultural programs, symphonies, recitals, stage performances, televising, festivals, pageants, home sports and auto shows. It can be privately financed and operated on a profitable commercial basis.

Feldman and Brodsky To New Fox Posts

Edward S. Feldman has been named metropolitan newspaper contact, and Jack Brodsky, trade paper contact for 20th Century-Fox, effective immediately, it was announced yesterday by Edward E. Sullivan, publicity director.

Feldman, who has been trade paper contact for the past year, joined the company in 1950, following graduation from Michigan State University. He has held a number of publicity and advertising posts at Fox, including fan magazine contact, copywriter and staff publicity writer. Feldman returned last year from a two-year tour of duty as an Information Services Officer with the United States Air Force.

Brodsky, who joined the film company in January of this year as publicity writer, is an ex-staff member of the New York Times Sunday Magazine. He served in the Armed Forces from 1952-54 as correspondent for the U. S. Seventh Army in Germany.

Universal Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock of the company. The dividend is payable December 2, 1957, to stockholders of record at the close of business on November 16.

Para. to Move in Cleve.

CLEVELAND, Nov. 6—Paramount Pictures exchange, long located on East 23rd Street in the Film Row area, is moving in mid-December to 2800 Euclid Avenue.

Schnee Will Develop Own 'Stock Group'

From THE DAILY Bureau

HOLLYWOOD, Nov. 6 — Charles Schnee is launching plans to sign and develop his own stock group of three or four player-personalities for starring spots in the pictures he will produce for Columbia release, under his new independent set-up with the company.

Schnee's plans are designed to circumvent such situations as he encountered in the past when he was compelled to postpone production starts on important pictures because of unavailability of star-names to head up the casts.

Knoxville Pike-Tower File Anti-trust Action

Special to THE DAILY

KNOXVILLE, Nov. 6 — New Amusement Co., operator of the Pike and Tower Theatres, has filed an anti-trust suit in U.S. District Court, with a claim for $1,000,000 in damages, against 11 distributing companies, Knoxville Theatres, Inc., Wilby-Kincey Service Corp. and Riviera Theatres Corp.

New Amusement charges restraint of trade through control of first-runs, forcing block booking and blind buying, and refusal to accept contracts from the Pike and Tower until long after films have played the Tennessee, Bijou and Riviera and several drive-ins.

New Tel-Aviv House Opens with Benefit

Special to THE DAILY

TEL-AVIV, Oct. 31 (By Air Mail). —Fox Theatres' new Tel-Aviv Theatre was opened here last night with a gala benefit for the Polio Institution in Israel. "An Affair to Remember" was the premiere attraction.

Seating 2,000, the Tel-Aviv is one of the most modern theatres in this country, fully equipped with stereophonic sound and a lenticular screen. The theatre will give four performances daily, two in the afternoon and two in the evening.

'Rock' Business Big

MILWAUKEE, Nov. 6.—M-G-M's "Jailhouse Rock," starring Elvis Presley, grossed $1,000 on the opening day of its engagement at the Towne Theatre here, which was the best day's business at the theatre in the past 13 months, according to Joe Reynolds, manager of the house.

B. & K. Closes Three

CHICAGO, Nov. 6. — Balaban & Katz plan to close three of its theatres as of November 14—the Northshore, Senate and Belpark. Abe Platt, in making the announcement, said other plans will be announced later.

. . . NEWS ROUNDUP

Copa, UA in Deal

Tyrone Power, in association with Ted Richmond, will produce a program of at least four major films for United Artists release under the banner of his Copa Productions, it was announced jointly yesterday by Power and Arthur B. Krim, U.A. president. The first production under the new deal will be "The Lost Steps."

□

Equipment Installed

Ben L. Ogron of Ohio Theatre Supply Company, Cleveland, has installed new screens and CinemaScope equipment in the Park Theatre, N. Canton, O., recently opened by Louis Heller, and in the State Theatre, now leased by George Manos. The latter is no relation to George Manos, president of the Manos Amusement Co. of Toronto, O.

□

CAG Ball Friday

The Catholic Actors Guild will hold its grand ball and entertainment Friday in the Grand Ballroom of the Plaza Hotel. Proceeds are devoted to the Guild's program of providing care for ill and needy of the profession.

□

Move Up Takeover

The Mayfair Theatre, 1,000-seat, first-run theatre in downtown area of Baltimore, was taken over today by the Fruchtman Theatres. A recent deal called for the changeover to take place Jan. 1; however, a revision of the transaction resulted in the new ownership becoming effective as of this date.

□

'Ball' Here Nov. 20

Columbia's "Operation Mad Ball" will have its local premiere at the Victoria Theatre on Wednesday, Nov. 20.

New Group to Produce Industrial Films

Warner Bros., the William Morris Agency and the Heyward-Wilkes writing-production company have formed an association to produce and exploit motion pictures for industrial concerns for television, sales and trade conventions and educational and public relations purposes.

Warner Bros. will provide the facilities of its Burbank studios, William Morris will help coordinate activities of the film production units with the industrial companies involved, while Heyward-Wilkes will provide talent for the industrial films.

OVER AND ABOVE
ACTION

ROBERT MITCHUM

The tough marine of "Mr. Allison"–now the Captain of the Sub-Killer

CURT JURGENS

The famed international star as Commander of the Killer Sub

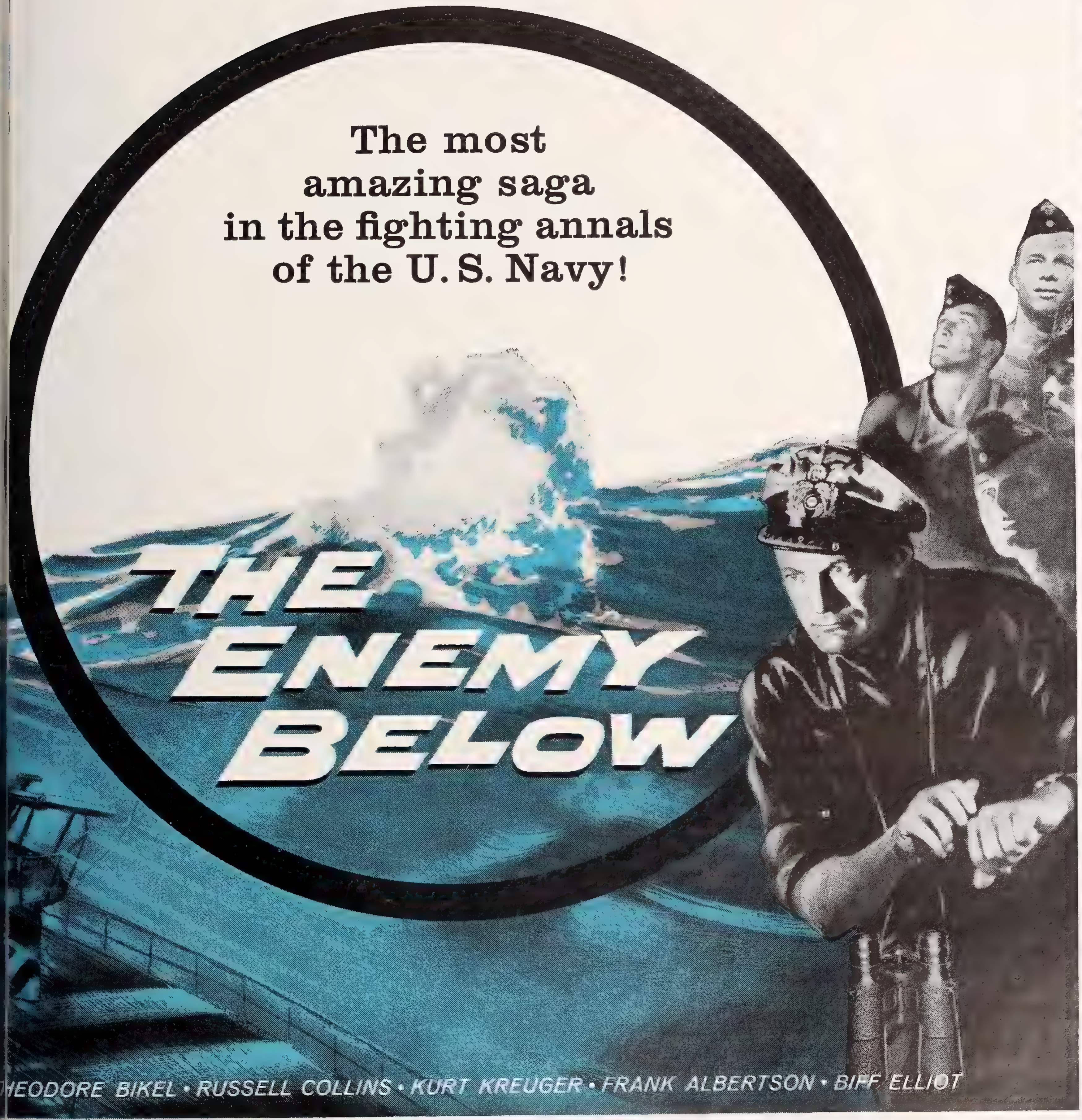
For your holiday season box-office celebration from 20th!
with AL HEDIS

CINEMASCOPE

Prints available with MAGOPTICAL SOUND The best in Stereophonic Sound

Color by DE LUXE · Produced and Direct

20TH'S BIGGEST BLOCKBUSTERS!


The most
amazing saga
in the fighting annals
of the U.S. Navy!
THE
ENEMY
BELOW
HEODORE BIKEL · RUSSELL COLLINS · KURT KREUGER · FRANK ALBERTSON · BIFF ELLIOT

DICK POWELL · Screenplay by WENDELL MAYES · Based on the Novel by Commander D. A. Rayner

TENT TALK

Variety Club News

CHARLOTTE—Charles Trexler has been re-elected chief barker of the Charlotte Variety Club. Ray Ervin is first assistant chief barker; Earl Milwaukee, second assistant chief barker; John Viccers, senior dough guy, and Robert L. Simril, property master. On the new crew are Cy Dillon, Charles Freeman, Perry Reavis, Lawrence Terrell, Richard Huffman and Carl Lowry.

△

WASHINGTON — Hirsh De La Viez, president of Hirsh Coin Machine Co., was elected chief barker of the Washington Variety Club for 1958. Other officers and board members will be named in December.

△

PITTSBURGH—Mike Todd and his wife, Elizabeth Taylor, will visit Pittsburgh on Nov. 24, where Todd will receive an award as "Showman of the Year" from Tent No. 1 during its 30th annual banquet. Harry Kodinsky, outgoing chief barker, will also be honored.

△

CLEVELAND—The Ladies Variety Club Auxiliary re-elected Mrs. Sam Weiss to serve a second term as its president. Other officers elected are: vice-president, Mrs. Irwin Shenker; treasurer, Mrs. Leonard Greenberger; recording secretary, Mrs. Jules Livingston; corresponding secretary, Mrs. Eleanor Lipow.

Dudley Reopens House

DETROIT, Nov. 6—Veteran showman A. B. Dudley has reopened the neighborhood Victory Theatre here. Closed over two years, the theatre has been redecorated, with a new wide screen and modern equipment, as well as a new heating plant, being installed.

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TOA Meeting Agenda Is Set

(*Continued from page 1*)

bitration, spacing releases and possible releasing on a regional basis to make more prints available at different times, business-building projects, small theatre owners' troubles, drive-in operation, advertising and publicity, toll television, foreign films and others.

Exhibits Open Nov. 20

In addition, there will be an exhibition by International Telemeter Corp., its third; an elaborate show by the National Association of Concessionaires, and exhibits by the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association. The exhibits start Wednesday, November 20.

TESMA will hold business sessions the mornings of the 17th and 18th. TEDA meetings are scheduled for the same days. The NAC business meetings will be the mornings of the 20th, 21st, and 22nd.

The TOA leaders will devote Sunday, Monday and Tuesday (17-19) to committee meetings, discussions of policy and nomination and election of officers. The nominating committee headed by Burton I. Jones will meet Monday morning. The finance committee, of which Mitchell Wolfson is chairman, will meet Monday afternoon at 2 o'clock.

Executive Committee on Tuesday

There will be an all-day meeting of the executive committee and the board of directors starting at 10 A.M. Tuesday. The nominating committee will report at the session and the board of directors will elect the officers. The results of the election will be reported at the first business session scheduled for Wednesday morning and the officers will be presented to the convention by Jones.

Sidney Meyer will preside at the first business session. Wolfson, honorary chairman, will deliver an official welcome. Greetings from Great Britain will be given by Robert Wotherspoon, provost of the Royal Burgh of Inverness, Scotland.

Ernest G. Stellings, president, will report for the board of directors and executive committee. The arbitration and conciliation situation will be discussed by Herman M. Levy, general counsel, who is a member of the arbitration negotiating committee.

Johnston to Speak Wednesday

Eric Johnston is scheduled to speak at the Wednesday luncheon at which Wolfson will be toastmaster.

Round table discussions will take up the afternoon. These will take place in four different rooms. Burton I. Jones and Albert M. Pickus, co-chairmen, of the Small Theatre Owners Committee, will preside at that session; Paul Krueger and Albert Forman will be in charge at the drive-ins discussion; Walter Reade, Jr., chairman of the Foreign Films Committee, will present the problems connected with exhibition of imports; J. B. Schuyler and Carl Patrick will head the Film Rentals Committee discussions, and M. B. Smith and Dave Jones, co-chairmen, will handle the advertising and publicity talks.

In the evening there will be a get-to-gether cocktail party with the NAC, TESMA and TOA as hosts.

At the Thursday morning business session Philip F. Harling will be moderator at a discussion of "Cable TV—Is It Good or Bad for Exhibition?" A. Montague, vice-president of Columbia Pictures, will be guest speaker at the Thursday luncheon.

There will be a closed session for exhibitors only starting at 2 o'clock Thursday afternoon, with Myron N. Blank as chairman.

Business-Building on Friday

Business-building ideas will be discussed at the Friday sessions, both morning and afternoon, with Henry G. Plitt as chairman. Among the topics on the agenda will be a discussion of the Academy Awards telecast by Roger Lewis of United Artists and George Seaton, head of the Academy. The development of new personalities also will be taken up at this session.

Reports from the roundtable discussions will be presented and the TOA insurance program will be taken up.

S. H. Fabian will be toastmaster at the Friday luncheon. Honored guests will be past presidents of the TOA. In the evening a Pepsi-Cola party is scheduled.

Activities on Saturday will not start until 11 A.M. when "brunch" will be served, with Albert Forman due to preside at the general session. In the afternoon Sam Pinanski will preside at the Silver Showmen Jubilee. J. R. Johnstone, National Carbon Co., will present the guest speaker, Robert Wotherspoon.

Cocktail Party Saturday

In the late afternoon there will be a cocktail party by National Carbon, with the banquet to follow at 8 P.M. in the ballroom. The star of the year will be announced. Coca-Cola will be the host.

Special interest attaches to the equipment exhibits because for the first time a wireless drive-in speaker will be exhibited along with wireless in-car heaters, modified projectors, new curved projector gates, cable TV equipment and various new types of projectors, reflectors, sound equipment and playground apparatus.

Editors Slate Dinner

HOLLYWOOD, Nov. 6.—American Cinema Editors, Inc., will hold its fourth annual critics' awards dinner for best edited motion picture and television films Dec. 4 at Romanoff's. The awards, formerly two in number, have been increased to eight, equally divided between theatrical and video films.

Vote Change

(*Continued from page 1*)

the awards voting itself. Heretofo all members of talent guilds, aggr gating more than 20,000, have be invited to participate in nominatior voting. Henceforth nobody but t Academy's own 1,780 members w be permitted to take part in the nor inating operation.

Academy directors also voted reduce number of awards given each of six categories. Hereaft awards in the art direction catego will be reduced in number from tw to one, with the same reduction b ing made in the cinematography an costume-design categories. Awar given in music, short-subjects an writing categories will be reduce from three to two each.

In recent years parallel awarc have been made, in some categorie for black-and-white and color pic tures. The Academy pointed out, i making the reductions, that "awarc for color were instituted to encourag excellence when color in pictures wa a new technique; today it is felt tha separate awards are no longer nec essary."

Effective at Once

The changes, which are effectiv forthwith, are expected to stir con troversy in professional and pres circles, in a way that every funda mental change in Academy procedur in the past has caused controversy But the changes now announced ar of a nature sought by the man in th trade and outside, pointing towarc simplification rather than complica tion, and appear likely to receive more commendation than condemnation.

TOA Considering Broad Group Insurance Plan

The board of directors and executive committee of Theatre Owners of America have under consideration a group insurance plan with accidental death and dismemberment features and is seeking information from members on whether they will be interested in it. Those interested are being requested to give their opinions before the Miami convention which will start November 19.

The plan is open to all fully paid dues members who are actively employed theatre owners, partners and officers. Officers may obtain $20,000 of life insurance without evidence of insurability and regardless of salary or age, provided they enroll before the start of the plan or within three months thereafter.

Coverage also is included for employes of TOA members, if they are full-time workers and earn $5,000 per year, or more.

New Reopening Date

COLUMBUS, O., Nov. 6. — The postponed reopening of the remodeled Drexel Theatre as a first-run art house is scheduled for Friday.

otion Picture Daily Feature Reviews

ecision at Sundown

ott-Brown—Columbia

Exceptional care in building up h scene so that suspense is maintned without the need of the usual stern chase sequence, plus some f Technicolor photography, make s a high class outdoor picture that uld do excellent business in action houses. There isn't a cow the whole production; the action is centrated on the principals and characterizations are sharply hed.

Randolph Scott is cast as a lone ure who is seeking revenge on John rroll for the supposed theft of his fe's love while he was away fighting the Civil War. Carroll, a big fellow o resembles Clark Gable, is the minant figure in the hamlet of Sunwn and is trying to force Karen eele, handsome blonde daughter of local judge, into marriage. For ne unexplained reason, John Litel, her father, is cooperating in this ort. She does not object, although e knows that Carroll has been hav a liaison with Valerie French for long period.

Scott arrives in town with his pal m (Noah Beery) and they immediely get down to brass tacks. Scott swers when the preacher asks nether anyone knows of any reason hy the wedding should not go on. om there on it's a case of shoot or shot as Scott and Beery take refuge a stable. Beery and the sheriff (Anew Duggan) lose their lives, but fore the final scene Miss Steele finds romance with Dr. Storrow (John rcher) and Carroll and Miss French e allowed to leave town together.

It is a Scott-Brown Production with arry Joe Brown as producer and ott as associate producer. Budd otticher directed. There is a fine usical score by Heinz Roemheld. he screenplay was by Charles Lang, ., from a story by Vernon L. Fluarty.

unning time, 77 minutes. General lassification. Release, in November.

JAMES M. JERAULD

ombers B-52

arner Bros.—CinemaScope

Straying little from the standard viation melodrama formula, but ofering cast names such as that of Karl alden and Natalie Wood, who is reortedly highly popular with teengers, "Bombers B-52" exhibits an ngaging performance by Malden and ome excellent CinemaScope and arnerColor photography.

During the Korean War, Malden, as hief of an air force maintenance rew, is incensed at flier Efrem Zimbalist, Jr.'s order to have his damaged plane repaired, even though the lives of the entire crew will be in danger.

Six years later, Malden and Zimbalist meet again, this time when the latter, now a colonel, is assigned squadron chief at the field where Malden, still a maintenance chief, is stationed. Pressured by his daughter, Miss Wood, to resign his army post for a more lucrative position in private industry, Malden tenders his resignation, in part to spite Zimbalist, who has been romancing Miss Wood.

The rivalry between the two men is temporarily suspended when they take off on a test flight of the B-52 bomber, during which an instrument panel explodes. Malden refuses to parachute from the plane with the rest of the crew, but is yanked out when Zimbalist pulls an ejection seat release. After bringing the plane in safely, Zimbalist joins the search for the missing Malden, finding him at the bottom of a deep canyon. Settling their differences, Malden decides to stay in the army and Miss Wood and Zimbalist in each other's arms.

Running time, 106 minutes. General classification. Release, in November.

WARREN HARRIS

Kiss Them for Me

20th Century-Fox—CinemaScope

HOLLYWOOD, Nov. 6

CARY GRANT AND Jayne Mansfield, as likely a pair to draw to as is to be found at this point in this particular box office year, are the top personalities in a large and capable cast assembled by the wide-ranging Jerry Wald to re-create in CinemaScope and DeLuxe color the mad, danger-driven merry-making of fighting men on furlough that has been utilized so successfully heretofore in a list of hit pictures extending back to "What Price Glory" and beyond. The basic story in use this time is the Frederick Wakeman novel, "Shore Leave," and the Luther Davis play, "Kiss Them for Me," derived from it. Alongside the co-stars go Suzy Parker, a newcomer recently acclaimed with all flags flying by "Life Magazine," Leif Erickson, in the nearest thing to a "heavy" the story employs, with the excellent Ray Walston, Larry Blyden and Nathaniel Fry heading a big supporting cast which Director Stanley Donen keeps moving at peak pace from start to finish.

The time of the script by Julius Epstein is 1944, and the place is principally San Francisco, where Commander Crewson, played by Grant, and three fellow-pilots are flown from deep in the Pacific for a four-day liberty. They promptly commandeer the most luxurious suite in the luxurious Fairmount Hotel on Nob Hill and institute a come-one-come-all party that rages on, virtually without pause, for the duration of their stay. Much of the humor is based on the situations and conditions of the period—the nylon shortage, the girl-welders, the shore police—and it is underlined at intervals with tragic references to war and death. Mostly, though, the picture is played for laughter.

Grant, whose wife has divorced him since he left for the warfront, is immediately attracted to Miss Parker, who is engaged to Erickson, a shipbuilder whose interest in her is lesser than his wish to persuade Grant and the others to make speeches to his factory workers to reduce absenteeism. After a round or two of nightclubs and bar-rooms, Grant and Miss Parker arrive at a state of understanding which prompts Grant to knock Erickson down and Miss Parker to throw her engagement ring in his face. From this point on the Grant-Parker romance progresses normally to a conventional conclusion.

Miss Mansfield plays a romantic girl-welder whose boy friend has written home to her of his wartime experiences and instructed her to kiss any and all service men she may happen to meet. The title derives from this. In executing his instructions she imparts a stimulating quality to a comedy that could have gone flat without her.

Running time, 103 minutes. General classification. Release, in December.

WILLIAM R. WEAVER

How to Murder a Rich Uncle

Warwick-Columbia—CinemaScope

Next to the delightful performance of Charles Coburn, the best thing about the British-made "How to Murder a Rich Uncle" is its title. Indeed, the current New York engagement of the picture is benefitting to no little extent by an imaginative ad campaign, keyed to this title, and executed by the master of macabre cartooning, Charles Adams. The picture itself, also designed for the specialized sense of humor, is a wacky farce having to do with the family of an impoverished British squire and their grotesque attempts to do away with a rich American relative.

Despite several notable exceptions to the rule, homicidal farce is a notoriously difficult type of film to pull off successfully. The chief trouble here is that the picture consists of endless variations on just one gag; that is, the manner in which each plan to do in the old uncle backfires and carries off, instead, a member of the scheming family. After the first two plans fail, and since Coburn, the star, plays the uncle, the audience unfortunately comes to anticipate each successive disaster with progressively less merriment.

Coburn, however, is wonderfully appealing as the target of all these nefarious schemes, always ready with a cheery cliche to brighten the lives of those who are so miserably bungling their efforts to kill him.

Co-starring with him are Nigel Patrick (who also doubled as director) as the blandly conspiring nephew and Wendy Hiller as his docile wife. In principal support are Katie Johnson, whom U. S. audiences loved in "The Ladykillers," as an ancient aunt, and Athene Seyler, as the mother-in-law who mistakenly slops up the tea into which she has suggested that arsenic be dropped. Everyone performs in the proper style. John Paxton wrote the script, based on a play by Didier Daix.

The Warwick Productions film, for Columbia release, was produced by Paxton, with Irving Allen and Albert Broccoli as executive producers. It is in black-and-white CinemaScope.

Running time, 80 minutes. General classification. Release, not set.

VINCENT CANBY

Hell in Korea

D.C.A.

NEW LONDON, Conn., Nov. 6

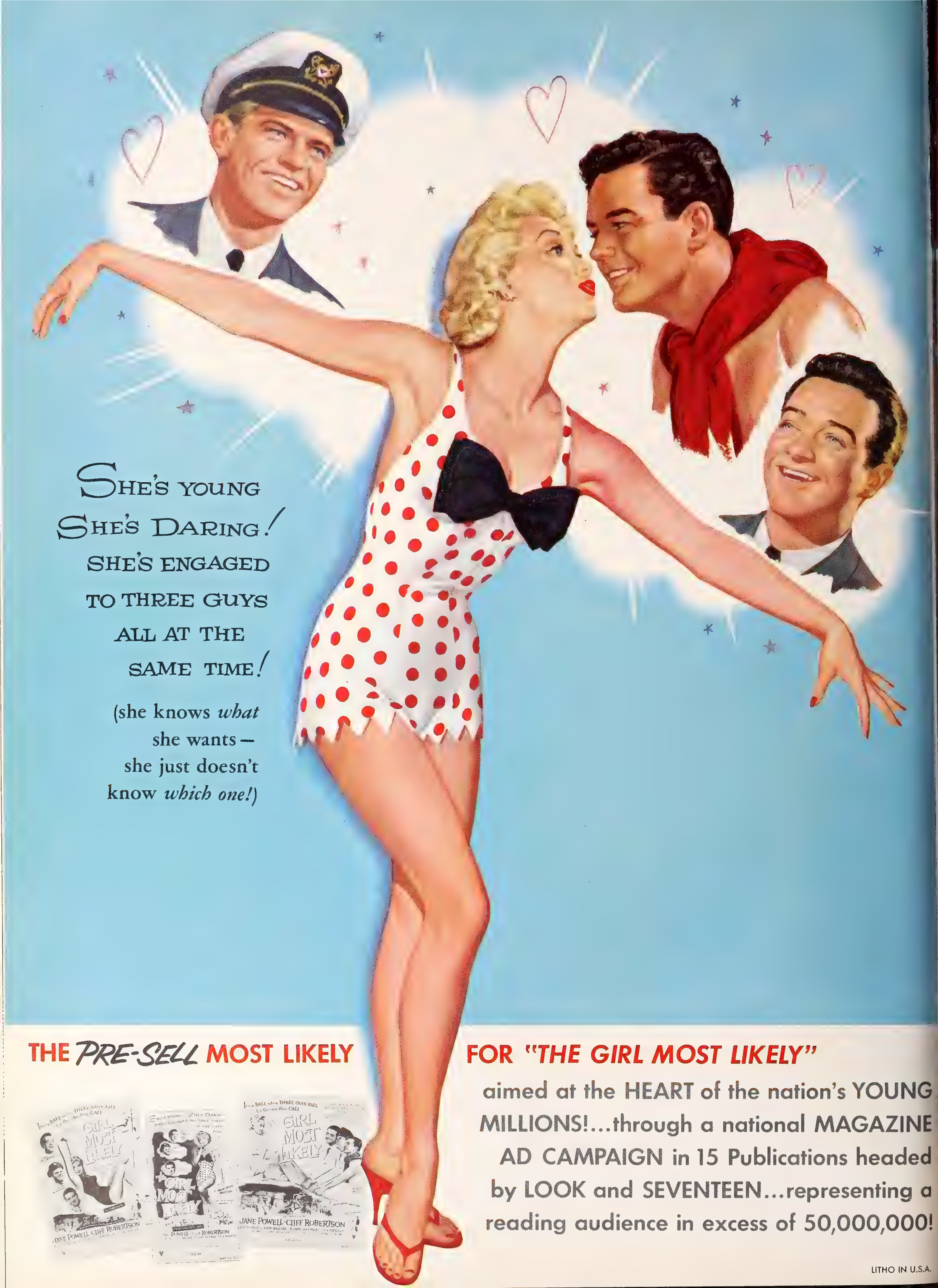
This Anthony Squire production reduces United Nations action in the Korean War of the early 1950s to episodes inhabited primarily by a small patrol of 16 men, some draftees and others seasoned regular Army. The Squire-Ian Dalrymple-Ronald Spencer screenplay, based on a Max Catto best-selling novel, examines the thoughts, hopes and aspirations of this segment of the military, resolving into the weak and the strong, the fearing and the feared, as the perceptive treatment plods its weary way across foreign battlements.

The all-male cast and the prevailing theme signify "Hell in Korea" as a natural action house entry, although those situations catering to audiences that display constant global interest will find the booking greeted with considerably more than casual reception.

George Baker, seen on these shores in such imports as "The Dam Busters" and "The Ship That Died of Shame," is the principal player; his co-stars include Harry Andrews, Stanley Baker, Michael Medwin, Ronald Lewis, Stephen Boyd and Victor Maddern.

Running time, 82 minutes. General classification. Release, in October.

A. M. W.



SHE'S YOUNG
SHE'S DARING!
SHE'S ENGAGED
TO THREE GUYS
ALL AT THE
SAME TIME!

(she knows *what*
she wants —
she just doesn't
know *which one!*)

THE *PRE-SELL* MOST LIKELY FOR *"THE GIRL MOST LIKELY"*

aimed at the HEART of the nation's YOUNG MILLIONS!...through a national MAGAZINE AD CAMPAIGN in 15 Publications headed by LOOK and SEVENTEEN...representing a reading audience in excess of 50,000,000!

LITHO IN U.S.A.

The GIRL MOST LIKELY

STARRING

JANE POWELL * CLIFF ROBERTSON

*** KEITH ANDES * KAYE BALLARD ***

TOMMY NOONAN with UNA MERKEL

TECHNICOLOR

Dances and Musical Sequences Staged by GOWER CHAMPION · Music and Lyrics by HUGH MARTIN and RALPH BLANE
WILLIAM DOZIER in Charge of Production · Directed by MITCHELL LEISEN · Screenplay by DEVERY FREEMAN
Produced by STANLEY RUBIN · An RKO RADIO Picture · A UNIVERSAL-INTERNATIONAL Release

MUSIC YOUNG! MUSIC GAY!

"The Girl Most Likely"
"All the Colors of the Rainbow"
"I Don't Know What I Want"
and the sensational "BALBOA!"
Plus MORE, MORE, MORE!

Motion Picture Daily Feature Reviews

Ghost Diver

Regal—20th-Fox—Regalscope

Against a pictorially effective background of calm sea, this production effort of Richard Einfeld is played, recounting the story of a hunt for supposed treasure lost beneath the sea off South America. It is routine in conception, structure and execution, with a few moments of suspense and excitement in undersea fights, and probably will be found most acceptable to the younger element of action fans.

It is designed by 20th Century-Fox for exhibition as a package with another Regal film, "The Abominable Snowman of the Himalayas," offering an action and excitement combination.

As written and directed by Einfeld and Merrill G. White, the film has James Craig, as a television personality off on a search for supposedly lost treasure, accompanied by his son, Lowell Brown, and his secretary, Audrey Totter. They encounter a native diver, Nico Minardos, whose fiancee is Pira Louise, and who had cut the air hose of her father, a diver, after the latter had indicated where the treasure lay.

Through deductive process, Craig locates the treasure while Minardos, jealous and suspicious, seeks to prevent them from finding it. He finally resorts to attempted murder, first of Brown, later of the girl and Craig. His final attempt ends in his own death when an underwater earthquake seals off the cave hiding the treasure, and trapping him.

Running time, 76 minutes. General classification. Release, in October.

CHARLES S. AARONSON

Baby Face Nelson

Fryman ZS-UA

WITH GANGLAND KILLINGS making the headlines again this raw re-creation of the saga of one of Dillinger's henchmen takes on new topical interest. The Al Zimbalist production is a masterful job, almost documentary in quality deriving its drama from the real life story itself. The screenplay by Irving Shulman and Daniel Mainwaring is a tight telling of the events in the short and spectacular career of one of the most vicious killers of the early 30's, but the picture derives its impact from two particularly outstanding performances by Mickey Rooney and Carolyn Jones. Rooney, especially, competent and veteran performer that he is, is perfectly cast as the runty, almost maniacal bank robber and Miss Jones adds considerably to her newly won stature.

The story picks up Lester Gillis, small time crook, as he is released from Joliet prison on parole. He is framed by a gangster, aided in a brutal escape by his girl friend, Miss Jones, and embarks on his spectacular career as an expert with a sub-machine gun—"chopper" in gang language. Taking his girl friend's last name, he is christened "Baby Face" by Dillinger who uses him as an aide in a payroll robbery. With Dillinger's demise, Baby Face is on his own with his faithful girl friend still along until the FBI catches up with him in a bloody chase in the north back country.

The picture re-creates the period and the specific real life events with startling clarity, and its swift pace makes it an absorbing spectacle. Rooney's excellent job of acting, most memorably in a prolonged death scene, contributes to this sense of realism as does the taut direction by Don Siegel and the film editing by Leon Barshe.

The supporting cast, headed by Sir Cedric Hardwicke as a drunken and unscrupulous doctor, adds much to the overall effect.

The realism of the brutual and senseless killings and the unrelieved viciousness of all concerned would seem to limit the picture to adult audiences.

Running time, 85 minutes. Adult classification. Release, in November.

JAMES D. IVERS

The Amazing Colossal Man

AIP

HARTFORD, Conn., Nov. 6

Hollywood film-makers have been striving for still more imaginative plots as regards the ever-appealing field of science-fiction for many years. Overall effect, to perennial boxoffice statement's satisfaction, has been a product flow of admittedly varying degrees of quality. The audience has been built up, certainly, and therein lies the eventual goal of all science-fiction storytellers, for better or for worse. To keep this audience supplied is a prime factor.

In the case of "The Amazing Colossal Man," Malibu Production released under the American International Pictures banner, we have the basically entertaining elements of science-fiction, an admirable degree of suspense, and a competent and spirited cast that knows it must leap with alacrity to sustain the mood and motivation.

Producer-director Bert I. Gordon collaborated with Mark Hanna on the screenplay and it looks and sounds within 80 minutes running time as good as many of its predecessors. Glenn Langan, an Army colonel, burned by plutonium, finds himself very much the victim of said blast, his height leaping alarmingly as the hours go by unrelentingly. Subjecting himself to unprecedented experimentation in the hope of bringing the sudden growth to a halt, Langan continues to grow, his mental processes unable to maintain pace with physical development, and, in a final, inevitable conclusion, he's riddled with bullets as he plunges over the side of Boulder Dam. Cathy Downs plays his ill-starred fiancee.

Running time, 80 minutes. General classification. Release, not set.

A. M. W.

Across the Bridge

Rank Film Dist. of America

Another of Graham Greene's suspense stories has been transferred to the screen by a British company with an American star in a Mexican setting. "Across the Bridge," the Rank Organization's latest import here, is a contrived, but exciting, tale of a swindling financier who tries to escape to Mexico from New York when his past is about to overtake his future.

Rod Steiger plays this character, who, on the train down, meets a Mexican citizen who resembles him. Steiger disguises himself as the other party and throws him overboard. Later he discovers his counterpart is a political assassin wanted by the police and is not dead. Not only does he arrange to enter Mexico but also eventually is indirectly responsible for the actual death of the Mexican. But for some obscure reason the people in the border town hero-worship the dead man, know Steiger was responsible and make life unbearable for him there. The police chief is no help as he withholds Steiger's passport, hoping to get some of his money. And to make matters thoroughly black, Scotland Yard is breathing down his neck hoping to get him back to the States as Mexican extradition laws prevent his capture for three months.

The financier's only friend is a remarkably winning dog called Dolores, who refuses to leave him. But she proves his undoing as the police use her to trap him over the borderline. The picture was produced by John Stafford and directed by Ken Annakin. It's a good, workmanlike example of the British thriller augmented by Steiger's performance although not as terror-filled as it could have been.

Running time, 103 minutes. General classification. Release, in December.

JAY REMER

Mister Rock and Roll

Paramount

HARTFORD, Conn., Nov. 6

No less than 30 eye-and-ear pleasing musical numbers are incorporated into the 96 minutes of this topical release, a natural for any situation catering to teen-agers, the young-in-heart, or the musically-inclined. A Ralph Serpe-Howard B. Kreitsek production, it was nimbly directed by Charles Dubin for release through Paramount.

Alan Freed and scores of rock-and-roll headliners are the visible entertainment here—and visible they are indeed against a story, credited to James Blumgarten, which imaginatively provides both romantic and musical developments. The personnel reads like a Who's Who of the "r-and-r" field.

A budding romance between reporter Carol Hendricks and singer Teddy Randazzo hits an uncertain status after the sudden appearance of a violently anti-rock-and-roll article in Miss Hendrick's magazine, and it's only after a gigantic "r-and-r" demonstration, staged by Freed and cohorts, that Miss Hendricks' editor relents, and hails the element's wholesomeness effect, and the two lovers are again sighing in the best tradition of lovers everywhere.

Running time, 86 minutes. General classification. Release, in September.

A. M. W.

NAM Donates Pictures To Library of Congress

From THE DAILY Bureau

WASHINGTON, Nov. 6. — A film library portraying the stories of more than 1,500 American companies has been donated to the Library of Congress by the National Association of Manufacturers.

The film series, containing more than 350 prints, is known as "Industry on Parade," a newsreel widely shown on TV since 1950. The presentation was made by Charles R. Sligh, Jr., executive vice-president of the NAM. He also made a surprise gift of three other motion picture films, ones produced in 1912 by Thomas A. Edison, Inc., in cooperation with the NAM.

Rank Opens Branch Office in Minneapolis

Rank Film Distributors of America has established a branch office in Minneapolis and named Earl Wilson as branch manager, Irving Sochin, general sales manager, has announced here.

Wilson will direct the operations of RFDA in the Minneapolis and Milwaukee area, under the supervision of Sam Gorelick, RFDA regional manager, with headquarters in Chicago.

THEATRE EQUIPMENT & SUPPLY MANUFACTURERS' ASSOCIATION INC.
That the Show May Go On!
TESMA

SERVICE
NATIONAL ASSOCIATION OF CONCESSIONAIRES
SERVING THE FOOD · BEVERAGE CONCESSION AND VENDING INDUSTRIES AROUND THE WORLD
MERCHANDISING
DEPENDABILITY
QUALITY

TOA

THE MOTION PICTURE INDUSTRY'S 2nd INTERNATIONAL TRADE SHOW IS 95% SOLD OUT!

◆

HOTEL RESERVATIONS FOR THIS GREAT TRADE SHOW AND CONCURRENT CONVENTIONS OF THE THREE PARTICIPATING GROUPS ARE GREATER THAN ANY SIMILAR SHOW ANY TIME IN OUR HISTORY!

◆

For the first time anywhere there will be shown a Wireless Drive-In Speaker, Wireless In-Car Heater, Modified Projectors, New Curved Gates, Cable TV Equipment, New Arc Lamps, New Wide Screen Projectors, Concessions Equipment Newly Developed For Next Season, Reflectors, Sound Equipment, Play Ground Apparatus, etc., etc.

◆

NOV. 20-23 IS THE TIME!

Hotel Americana, Miami Beach, IS THE PLACE!
IMPROVED BUSINESS IS THE GOAL!

◆

A Few Booth Spaces Still Are Available

TELEPHONE NOW—DON'T WAIT!

TOM SULLIVAN, NAC
201 North Wells St., Chicago 6, Ill.—CEntral 6-3858

MERLIN LEWIS, TESMA
1475 Broadway, N. Y. 36, N. Y.—BRyant 9-2246

◆

NEW TRADE SHOW HOURS

Wednesday,	Nov. 20 —	2 P.M. - 6 P.M.
Thursday,	Nov. 21 —	1 P.M. - 6 P.M.
Friday,	Nov. 22 —	1 P.M. - 6 P.M.
Saturday,	Nov. 23 —	10 A.M. - 2 P.M.

Television Today

'Subliminal'

(*Continued from page* 1)

fast to register visually, but which does get into the viewers subconscious mind.

FCC Chairman John C. Doerfer said that "there is some indication in the trade press that this technique may have been used in television." He added that FCC investigators are already at work and promised that the results of the investigation would receive careful study.

However, he declared, the FCC does not now have any authority over the content of advertising copy.

Doerfer made his comments in a letter to Rep. William Dawson (R., Utah), who had called on the FCC to ban subliminal perception advertising.

AB-PT Subsidiaries In Chicago to Move

Three American Broadcasting-Paramount Theatres, Inc., subsidiaries will move their Central Division headquarters in Chicago to new and larger offices, it was announced by James W. Beach, ABC vice-president in charge of the division.

Effective February 1, 1958, the Central Division of the American Broadcasting Television Network, the American Broadcasting Network (formerly the Radio Network) and ABC Film Syndication will be located in the London Guarantee Building, 360 N. Michigan Avenue. According to Beach, each will have its own quarters and will continue to operate independently of the other. The three subsidiaries are currently located in the Kemper Insurance Building.

ABC-TV Buys Building

ABC Television Studios, Inc., has bought a two-story building here at 141-177 Columbus Avenue, northeast corner of West 66th Street, from the Healy Realty Co. for cash over a mortgage of $162,000. The building will be altered and occupied when alterations are made after the completion of the present lease.

N. D. Station Joins CBS

Station KUMV - TV, Williston, N. D., has joined the CBS Television Network under the extended market plan as a non-interconnected station, it was announced by Edmund C. Bunker, vice-president and director of station relations of CBS-TV.

Guild Promotes Lerner

R. D. Kaufman, president of Guild Films, has announced the promotion of Arthur R. Lerner from comptroller to assistant treasurer.

Chicagoans Against Pay-TV 10-to-one

Special to THE DAILY

CHICAGO, Nov. 6—The Calumet Index, a community newspaper servicing the city's far south side, where most neighborhood theatres still enjoy generally good patronage from the local residents, is finding that the overwhelming answer to the question, "Should pay TV be permitted?" is "no."

By a ratio of ten to one, the residents of the community say they vigorously oppose any form of television that would levy a fee to view specific programs. The Index cites fear of eventually having to pay for programs which are now furnished free as the major cause of opposition.

Magnetic Tape TV Era Set for April: Sarnoff

Special to THE DAILY

BURBANK, Calif., Nov. 6 — The National Broadcasting Company will "launch the era of magnetic tape television—both in color and black and white"—beginning with the start of daylight saving time next April, Robert W. Sarnoff, president of NBC, announced this week.

Delivery of six new RCA color tape recorders is expected by that time, Sarnoff said. These, plus Ampex machines NBC-TV owns or has on order, will permit the network to eliminate the use of current kinescope and lenticular film processes.

The transmission of magnetic tape telecasts will be accomplished through the construction at NBC's Color City here, of a new $1,500,000 tape central, consisting initially of 11 tape recorders and associated equipment, and a similar eastern tape central to be built at Radio City in New York.

Chicago Station Plans Telecasts in Color

Special to THE DAILY

CHICAGO, Nov. 6—WGN-TV will inaugurate a limited schedule of color telecasts starting on Friday, it was announced by Ward L. Quaal, station vice-president and general manager. Quaal said the first program to be televised in color on Channel 9 is "The World Is Yours," which since January, 1953, consistently has been one of the popular Friday night television programs. The series has been sponsored by the Chicago Motor Club since its introduction.

On Monday, Nov. 11, "Ding Dong School," with Dr. Frances Horwich, will begin as a daily live colorcast Monday through Friday. WGN-TV has been experimenting with color since the spring of 1956, when the latest color television equipment was purchased from RCA.

Pay-TV Hit at Frisco Meetin

(*Continued from page* 1)

nold Childhouse, a director of the Northern California Theatre Association, which organized the meeting in cooperation with the San Francisco Theatrical Federation to map plans to oppose both cable theatres and toll-TV in this area, bluntly stated, "the producers are not on our side."

Approximately 500 exhibitors and union representatives from as far away as Sacramento, Grass Valley and Santa Rosa attended the meeting in the Coronet Theatre and roundly applauded Childhouse.

Warns of Bankruptcy

Instead of the millions now spent on making important film product, Childhouse argued, "producers would turn out $250,000 budget jobs and reap a two-million-dollar profit from the promoters of toll TV." Meanwhile, exhibitors will go bankrup
he intimated.

Childhouse pointed out that atte
dance at theatres has declined 50 p
cent since the advent of TV.

"Therefore," Childhouse continue
"it is reasonable to assume that sin
pay-TV expects to depend greatly
motion pictures for its prime sour
of entertainment, theatre attendan
must be greatly impaired. That wou
mean the closing of more theatres
not all of them."

Sees Wide Damage from Closing

The effect of the closing of th
tres, Childhouse said, would me
to the community the loss of tax
the devaluation of real estate a
the incidence of store vacancies n
enjoying patronage of audiences
tending nearby movie houses.

Actresses Will Attend 'Commandments' Lunch

Anne Baxter, Martha Scott and Olive Deering, who are in the cast of "The Ten Commandments," will join Barney Balaban, president of Paramount; Charles B. Moss, executive director of the Criterion Theatre, and some 100 film critics and editors at the luncheon tomorrow to celebrate the first anniversary of the picture's run at the theatre.

Several other executives of Paramount will attend the celebration with Balaban.

Baltimore Ad Tax

(*Continued from page* 1)

agencies, retailers, labor, press, radio and television.

One measure would put a 7½ per cent sales tax on the gross sales price of advertising in newspapers, magazines, periodicals, programs and other matter printed in Baltimore, as well as interstate radio and television programs directed to persons in Maryland.

The other would impose a tax of two per cent on the gross receipts from advertising revenues of every person or business selling advertising in the categories listed above, except for non-profit enterprises.

Plan to Reopen

(*Continued from page* 1)

drive-ins at Cambridge, Md. and Orlando, Fla., and Fernicola, who operates the Center in Centerville, Md., informed local exchanges the Sidney house will be reopened Nov. 27. Damage caused by fire resulted in its shuttering last spring.

The Palace, for some time a Schine operation but no longer the property of the Gloversville chain, has been dark for more than a year. Schine Circuit conducts the first-run Oneonta in that city.

Smalley's Theatre in Norwich, also dark in recent months, is to be opened under new management.

Martin Name

(*Continued from page* 1)

began his career with the comp
in the Oklahoma City exchange e
in 1935 as a poster clerk. He
promoted to booker in 1936 and
salesman in 1938.

After serving three years in
Navy, from 1943 to 1946, he
turned to Oklahoma City as salesm
He was appointed branch mana
there in 1946 and was moved
to a similar capacity in Dallas
1948. In 1952 he was named a
trict manager in the Southern
sion and subsequently Southern
sion manager.

Praised by Daff

Commenting on the appoint
yesterday, Alfred E. Daff, Unive
executive vice-president, pointed
that Martin, who is 45, is "one of
youngest men to be appointed to s
a position." He added, "I feel
tain that the industry will welc
a man of his outstanding ability.

Phila. Drive-ins

(*Continued from page* 1)

a new operating policy to govern
conduct of their business.

The new policy, allowing for
week dollar-a-car nights, and to
programs consisting of three feat
was allowed and will be adhere
until the new season starts next
1. The group also agreed not to
any "sex" pictures on weekends
there is a greater attendance of fa
trade.

N. E. Exhibitors

(*Continued from page* 1)

ers of Connecticut, in a resolu
signed by president George H.
kinson, Jr., group promises to
members to attend any meeting
distributors to assist carrying ou
the project.

All
he News
That
s News

MOTION PICTURE DAILY

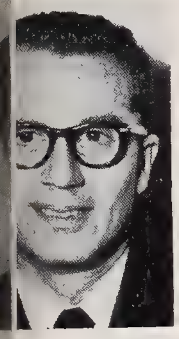
Concise
and
to the
Point

82, NO. 91 NEW YORK, U.S.A., FRIDAY, NOVEMBER 8, 1957 TEN CENTS

vis Warns

ges Drastic hanges in erchandising

its Out Final Policy ts with Company Heads


ger Lewis

strong warning to the motion e industry that it must make tic changes" in its prevailing merchandising techniques was made last night by Roger H. Lewis, United Artists national director of advertising, publicity and exploitation. He spoke at the monthly meeting of the New York Alumni Chapter of the Alpha Delta National Advertising Frater- n the New York Times Building e an audience that included ng figures of American industry

(*Continued on page* 2)

joslavs to View itures in London

From THE DAILY Bureau

NDON, Nov. 7.—The executive cil of the British Film Producers iation has agreed to a plan pro- l by the Yugoslav State Film nization under which 10 repre- tives of that country will visit on next January to view and British films for export to Yugo- . About 100 films will be con- d.

e BFPA has undertaken to try

(*Continued on page* 2)

elevision Today Page 6

Film, Record Tie-Ins Grow As Each Aids the Other

By JAMES M. JERAULD

Only the sputniks are going up faster than the demand for records. From a hazy second-cousin relationship with the entertainment industry a decade ago they have swept into a spotlight glare that amazes even the men who make them.

Four major film companies and American Broadcasting - Paramount Theatres are now in the record business, and, of course, the relationship between RCA and RCA Victor is known to everyone.

The annual record gross is now over $300,000,000 a year and James

(*Continued on page* 3)

UA Music Co. Sets 1st Disk; Signs Singer

The title song from United Artists' "Legend of the Lost," a Christmas release, will launch the company's newly-organized record and music publishing subsidiaries, Max E. Youngstein, president of United Artists Records and United Artists Music corporations, announced yesterday.

Joe Valino, a young vocalist, will be featured on the record, initial release on the United Artists label. United Artists Records has signed him to a long term contract, the first pact negotiated by the new disk company.

List, Layman, Lord On Glen Alden Board

Special to THE DAILY

WILKES-BARRE, Pa., Nov. 7. – Albert A. List, Dudley G. Layman and Major General Royal B. Lord, all of List Industries Corp., parent company of RKO Theatres, have been elected members of the board of directors of Glen Alden Corp. Announcement was made today by Francis O. Case, president of Glen Alden.

List Industries recently acquired, pursuant to an offer for tenders, about

(*Continued on page* 2)

Skiatron Is Ready, But S. F. Board Seems Not

Special to THE DAILY

SAN FRANCISCO, Nov. 7 – "If we can get our franchise by April 14, we can show the Giants' first ball game on April 15 even if it's only to our first three subscribers," said Alan Lane, vice-president of Skiatron Electronics and Television Corp. in a

(*Continued on page* 3)

L. Tunick Dies; Owned Four Baltimore Theatres

Special to THE DAILY

BALTIMORE, Nov. 7.—Funeral services were held here yesterday for Louis Tunick, who died following a long illness. He owned and operated four theatres here: the Victory, Hollywood, Patapsco, and Brooklyn.

He is survived by his widow and

(*Continued on page* 2)

Eady Levy Payments by Exhibitors Total $7,153,641 in Seventh Year

By WILLIAM PAY

LONDON, Nov. 5 (By Air Mail)—The seventh and final annual report of the British Film Production Fund shows that in the year to July 27, 1957, exhibitors paid into the fund under the Eady Levy £2,554,872 ($7,153,641). Total exhibitor collections since the inception of the scheme, in 1950, now total £17,351,355 ($48,583,794).

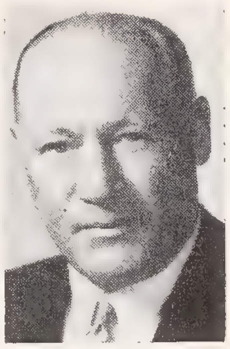
In the seventh year £2,267,725 ($6,249,630) compared with £2,318,197 ($6,490,951) for the sixth year, was distributed to producers and/or distributors. Of this sum £2,072,257 ($5,802,319) was paid to 51 recipients in respect of 641 applications relating to feature films and £195,468 ($547,310) to 84 recipients in respect of 786 applications relating to films of 3,000 ft. and under. Payments in respect of individual fea-

(*Continued on page* 3)

Major Speech

Rhoden Named As Keynoter Of TOA Meet

NT Head Will Address First Session Nov. 20


Elmer Rhoden

Elmer C. Rhoden, president of National Theatres, has been named as keynoter of the tenth anniversary convention of Theatre Owners of America, Ernest Stellings, TOA president, announced yesterday. The convention will take place November 17 - 23 at the Americana Hotel, Miami Beach.

Rhoden, a film industry veteran of more than 40 years, will

(*Continued on page* 3)

Seize Central Theatre For Tax Non-Payment

The Central Theatre, at Broadway and 47th Street here, has been seized by the United States Treasury Department for non-payment of internal revenue taxes. At the time of seizure, the theatre was operated by G. M. M. Theatrical Enterprises under a five-year lease dated Dec. 12, 1956. Public sale of the lease will take

(*Continued on page* 2)

Langer Toll-TV Poll Ends; 1,930 Against—163 Pro

From THE DAILY Bureau

WASHINGTON, Nov. 7 – Final count of the poll of Bartlesville residents conducted by Sen. William Langer (R., N.D.) stands at 1,930 against toll-TV, 163 for it. Langer officially closed his poll today, counting all replies postmarked through November 4.

PERSONAL MENTION

JOHN DAVIS, managing director of the J. Arthur Rank Organization, Ltd., will leave London by plane today for New York.

•

W. A. SCULLY, former Universal Pictures distribution head, has returned to his home in Florida after a seven-week trip abroad.

•

DR. JOHN G. FRAYNE, engineering manager of Westrex Corp., Hollywood division, has arrived in New York from the Coast.

•

ABE GOODMAN, 20th Century-Fox national advertising director, will return to New York today from Hollywood.

•

JOHN PATRICK, screen writer, returned to New York yesterday from London.

•

LELAND HAYWARD, producer, has arrived in New York from Hollywood.

•

PAUL MACNAMARA, vice-president of International Telemeter Corp., arrived in New York yesterday from Hollywood.

Diamond Chief Barker Of Philadelphia Variety

Special to THE DAILY

PHILADELPHIA, Nov. 7–S. E. Diamond, sales executive for 20th Century-Fox in Pennsylvania and New Jersey, has been elected chief barker of the Philadelphia Variety Club for 1958.

The board of directors of the club, Tent. No. 13, also elected the following officers: Lester Wurtel, first assistant chief barker: Leo Perresin, second assistant chief barker; Martin B. Ellis, dough guy; Cecil Felt, property master. David Milgram, Leonard Matt, William Madden, William Doyle, Harry Romain and Mickey Lewis were elected to serve on the board of directors.

No Paper Monday

MOTION PICTURE DAILY will not be published on Monday, Nov. 11, Veterans Day, a legal holiday.

Asks Merchandising Change

(*Continued from page 1*)

as well as advertising agency executives.

The UA executive said there is no "panacea for the present troubles" of the film industry and "at this point no one can say whether salvation lies in motion pictures for toll television or some other method of exhibition still in the planning stages."

Sees Some 'Hands Tied'

Lewis was quite emphatic, however, about the industry's need for "more efficient and dynamic merchandising and packaging methods." Many advertising - publicity chiefs favor changes in promotional techniques, "but their hands are tied." Final control of policy rests with the heads of most of the companies, he pointed out.

Includes Top Executive Figures

The New York Alumni Chapter of Alpha Delta Sigma includes Ben Duffy, president of BBD & O; Bruce Barton, BBD & O; Marion Harper, Jr., president of McCann, Erickson; Frank Stanton, president of CBS; Ralph Starr Butler, president of General Foods; Ken Dyke, former chairman of the board of Young and Rubicam, and Elridge Peterson, publisher of "Printer's Ink."

Yugoslavs to View

(*Continued from page 1*)

the scheme to see whether it proves more convenient and economical than the present method of individual contracts between exporters and Yugoslavian distributors. The Association will contribute the delegates' expenses while in London but hopes that the plan will lower the cost of sending films to Yugoslavia and it may increase the exhibition of British films in that territory. BFPA is also pressing for relaxation of remittance controls in Yugoslavia.

Teenagers to See 'April'

Ten teenagers, winners of "Why I want to meet Pat Boone" contests in ten cities will be the guests of 20th Century-Fox at the entertainment world tribute to Boone, at the Roxy Theatre here next Tuesday. The evening will feature a one-performance premiere of Boone's latest film, "April Love."

Set Pakistan Deal

HOLLYWOOD, Nov. 7–The completion of an agreement with the Pakistan government on import permits for independent productions has been announced here by the Society of Independent Motion Picture Producers. Ellis Arnall, SIMPP president, and Pakistan undersecretary Abdul Qawi conducted the negotiations.

Berger Rites Tomorrow

WASHINGTON, Nov. 7 – Funeral services will be held here on Saturday at Gauler Funeral Home for Rudolph Berger, 67, who retired in February of this year as Southern division sales manager for Loew's, Inc. Interment will take place at Arlington Nation Cemetery. Berger served in World War I.

List, Layman, Lord

(*Continued from page 1*)

675,000 shares of Glen Alden stock, approximately 38 per cent of all outstanding shares. Glen Alden is the world's largest operator of anthracite coal mines.

Albert List is chairman of the board and president of List Industries. Layman has been associated with List as his chief financial officer for 14 years. General Lord is a List director.

Tunick Dies

(*Continued from page 1*)

three daughters. In addition to being a member of the Jacob Sandy Lodge, 152, of K. of P., he belonged to numerous other organizations and was an active member in the Baltimore Variety Club.

Seize Central Theatre

(*Continued from page 1*)

place Friday, November 15, at the theatre.

In recent months the Central has been featuring "sex" and exploitation pictures.

IENE Board Meet

BOSTON, Nov. 7. – Independent Exhibitors, Inc., of New England, a unit of Allied States Association, will hold an important board meeting next Tuesday. Edward W. Lider will give a summary of actions at the national Allied board meeting at Lake Kiamesha, N. Y.

New 'Arms' Bookings

HOLLYWOOD, Nov. 7. – 20th Century-Fox's "A Farewell to Arms" has been booked for ten additional openings in California and Arizona on Dec. 31. The film will begin eight roadshow runs in Los Angeles Dec. 19, following its world premiere at Grauman's Chinese the preceding day.

Anti-Trust Suit File By Virginia Drive-I

From THE DAILY Bureau

WASHINGTON, Nov. 7. – Merryfield Drive-In Theatre, loca in nearby Virginia, has brought anti-trust suit against all the ma distributors except Paramount, ask $600,000 damages.

The theatre claims that it sho not be subject to Washington cl ance, under which it now rece pictures 21 days after they h played in the downtown area, should play day and date with do town theatres. Merryfield's compl states, however, that if the c finds it is subject to Washing clearance, it should then be able play pictures no more than fourt days after the downtown run. bases this contention on the that other theatres in its area, wh it claims it can outgross, play o 14-day clearance.

House Opened in 1952

Merryfield has been in opera since 1952. It is owned by the R stone Drive-In Theatre Corp., Bo company operating drive-ins in eastern states.

Harold McCord, 64

HOLLYWOOD, Nov. 7 – Fun services were held for Harold Cord, 64, former head of Wa Brothers' film editing departm at the Wee Kirk O' the Heathe Forest Lawn. McCord died Sun morning of a cerebral hemorrhage. retired from his post at Warner September 1956, after working for studio 33 years. A son and a daug survive.

'Water' to Hall Thursd

M-G-M's "Don't Go Near Water" will open at Radio Music Hall next Thursday.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"LES GIRLS" starring
GENE KELLY • MITZI GAYNOR
KAY KENDALL • TAINA ELG
An M-G-M Picture in CINEMASCOPE and METROCOLOR
and SPECTACULAR STAGE PRESENTATION

WHEN YOU NEED
SPECIAL TRAILERS
'GOOD' AND F-A-S-T
SEND YOUR ORDER TO
FILMACK
CHICAGO, 1327 S. Wabash - NEW YORK 630 Nint

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. O National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, F Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 for Single copies, 10c.

PEOPLE

Vorton Sunshine, executive direc- of the Independent Theatre Own- Association, yesterday received a tificate of appreciation from the y of New York for his contributions the success of the fall 1957 "Salute Seasons" as program chairman of promotional event. The award s presented at City Hall by **Mayor bert Wagner.**

□

Jack Beresin, head of the Berlo nding Co. and former chief barker Variety Clubs International, has en named to the allocations committee of the Federation of Jewish arities of Greater Philadelphia. The nmittee will carry out the work recommending allocations of funds m the $4,800,000 raised in the 57 Allied Jewish Appeal campaign.

□

Edward Emanuel, Philadelphia ex- itor who is also the second assis- t chief barker of Variety Clubs ernational, has been elected pres- nt of the Philadelphia Chapter of National Foundation for Infantile ralysis. He succeeds **Ralph W.** es, former chief barker of the local riety Club, Tent No. 13. **Emanuel,** o also served as Tent No. 13's ief barker, served as chairman of 1957 March of Dimes and will ad the campaign again next year.

□

Ethel Edell is resigning from Co- nbia Pictures, effective Nov. 15, order to expand her operations as free-lance publicist. Miss Edell has en a member of Columbia's pro- tion and public relations depart- nt for the past 13 years.

□

Helen Scott, formerly of the French m Office here, has joined Distribu- Corp. of America as assistant to offrey Jones.

□

Vincent J. Kostek, manager of nt's Pier, Wildwood, N. J., was arded a trip to the West Coast the William C. Hunt Theatre En- prises in the Southern New Jersey sort area. He was selected as the cuit's "Employee of the Year," and s awarded the round trip to Los geles and Las Vegas for himself d his wife.

□

Harry I. Waxmann, veteran Atlantic ty, N. J., exhibitor, has been cted chairman of the annual At- tic City Hospital Charity Ball to held there on Nov. 30.

□

Frederick H. Guterman has been cted vice-president and general anager of the industrial and military uipment division of Allen B. Du ont Laboratories, Inc. Guterman ined the Du Mont organization last onth, coming from American Bosch ma Corp., where he had been assistant vice-president, sales and planning.

□

Paul Jenkins, formerly with Kay Film Exchange, Atlanta, has returned to that company as sales representative and head booker. He replaces **Richard Hobson,** who has joined M-G-M there in the booking department.

Film and Record Tie-Ins on Increase

(*Continued from page* 1)

M. Toney, vice-president and general manager of RCA Victor, predicts 1958 sales will run over $1,000,000,000.

This compared with the $1,275,000,000 estimated gross of U. S. film theatres in 1957 gives some idea of what is going on in the entertainment field. In contrast, television network billings for 1956 (1957 figures are not available yet) totalled $196,267,677.

A general review of the current record situation is printed in the "Motion Picture Herald" issue out today.

Link to Films Is Close

There is a close relationship between hit records and hit songs in motion pictures. Some of the record people contend that records turn so-so pictures into hits and film men retort that pictures do the same thing for records. Each can make out a case.

That makes cooperation between theatre men and record promotion experts an increasingly important factor in the exploitation of films.

M-G-M went into the record business in 1945. Decca Records acquired 25 per cent of Universal Pictures Co. in 1951 and later took over control. Paramount recently bought Dot Records, a seven-year-old company with a gross of $10,000,000 in 1956, and only last month United Artists decided to form its own record company.

Columbia a Leader

Columbia Records, one of the largest in the business, makes recordings for all the major film companies.

The upsurge of interest caused by electrical recording exploited under the catchy designation of "hi-fi" has been fully exploited. Another important factor has been the addition of eye appeal to sound appeal in the form of artistically colored album covers. These form huge displays in the windows of record stores, department stores and book stores and even along automobile highways near fruit and vegetable stands. Supermarkets and filling stations are also displaying them.

The selling technique is as spectacular as that of the film business.

For a business that was supposed to be tottering towards its demise after radio came in, records are the wonder development of the music world.

Decca a Pioneer

The most striking recognition of the mutual assistance possibilities of records and films has been supplied by Decca, a pioneer in the presentation of film track recordings.

The highest ambition of any record company is to pass the million mark in sales of a single record. The first time this happened was in 1920 on Paul Whiteman's "Whispering." Only 237 records have passed that mark. One of the latest has been "Tammy" from U-I's "Tammy and the Bachelor," sung by Debbie Reynolds.

Gene Autry has had two in the million class; Pat Boone, five; Rosemary Clooney, two; Perry Como, 10; Eddie Fisher, four, and Elvis Presley, seven.

Bing Crosby leads all singers in the million sales division. By himself, or teamed with the Andrews Sisters, or Fred Waring, or his son, Gary, he has waxed 20 records which have sold a million or more.

Rackmil Stresses Mutuality

Milton R. Rackmil, president of Decca and Universal International, had a theory that pictures based on the lives of well known modern musicians could do business for both companies. The first, "The Glenn Miller Story," released in February, 1954, was the biggest grosser in Universal's history. The domestic gross reached $7,250,000 and the company's executives figure the foreign sales will boost the total to $10,000,000.

Record distributors often boast that records have put films over. They cite Walt Disney's "Davy Crockett" as one of them. The Disney people readily agree that the record not only helped the film, it also helped the Disney licensed merchandise sales.

Youngstein Enthusiastic

United Artists began promoting music as an aid to picture exploitation in 1952 for "High Noon." Prior to that the burden of music promotion was carried by the record companies. U.A. put on a full scale campaign and liked the results so much it hasn't stopped since. The virtue of music promotion, in the opinion of Max E. Youngstein, who heads the new record unit, is that it reaches people not reached through other publicity avenues. It also has an impact, identification and duration that are unique.

Record companies are now sending out bulletins to dealers containing information about film bookings. Their exploitation men work with film exploiteers.

Skiatron Is Ready

(*Continued from page* 1)

suddenly-called press conference here today. There are indications that San Francisco's board of supervisors is steadily increasing reluctance to grant Skiatron a cable theatre permit.

It will be at least two weeks before the supervisors will even discuss the matter because, as of now, Skiatron has refused to divulge its financial backing.

Lane told reporters, "We figure a crew can lay half a mile of cable per day. If we get our franchise in time and have enough crews working on it, we will show the Giants' whole season all over the San Francisco Bay area."

The move of the New York Giants to San Francisco is the star to which Skiatron has hitched its wagon.

With the Northern California Theatre Association, going all out to block both cable theatre and toll-TV, there appeared every indication that a long fight is ahead in this area for any toll-TV proponents to get their foot in the door.

$954,146 to PCC

HOLLYWOOD, Nov. 7 – James Stewart, chairman of the Permanent Charities Committee's 1958 campaign, announced at the organization's first report luncheon today that $954,146 has been raised from 20,577 industry workers in the first three weeks. The amount is the largest ever reported at a first campaign meeting.

Name Rhoden

(*Continued from page* 1)

officially open the convention on the morning of November 20 with the major address.

"TOA is pleased and fortunate to have one of its most illustrious members and leaders as keynoter of the convention. His vast industry experience and his analysis of current conditions and the future of the motion picture business will set the stage for this all important TOA meeting," Stellings said.

Rhoden is a director of TOA and also of the Council of Motion Picture Organizations.

Eady Levy Payments

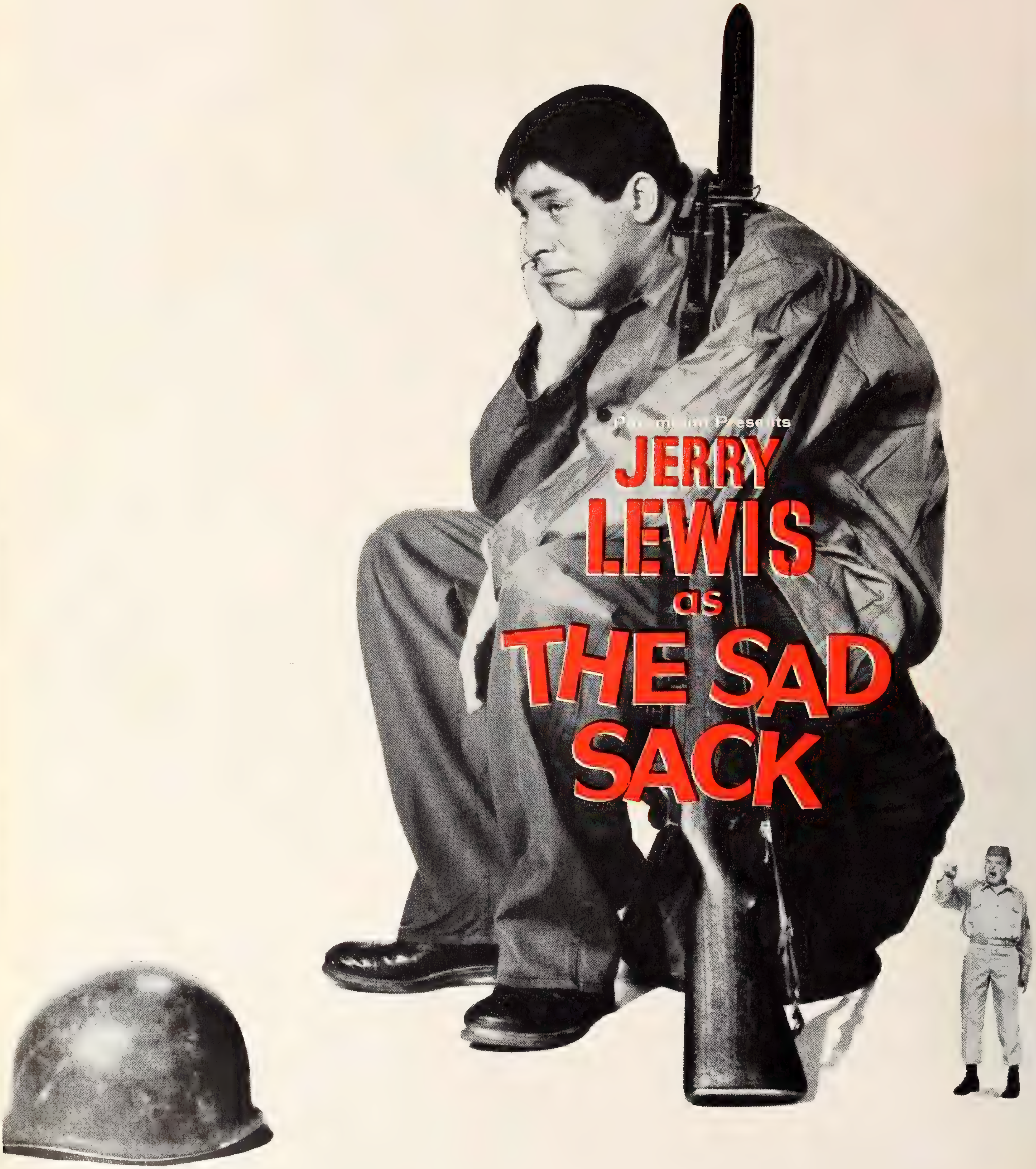
(*Continued from page* 1)

tures have ranged between £135,022 ($378,061) and £1 ($2.80) and to individual shorts, excluding serials between £3,571 ($9,998) and £1 ($2.80). A further distribution of approximately £151,244 ($423,483) remains to be made to producers/distributors.

Payments to the Children's Film Foundation have been continued as in previous years. £125,000 ($350,000) was paid to the Foundation during the seventh year with a further £30,000 ($84,000) also agreed. This makes the grants made by the Fund to the Foundation during the operation of the Company £809,883 ($2,267,672). £5,500 ($15,400) was also paid to the British Film Institute during the seventh year making the Institute's total grant from the Fund £12,500 ($350,000).

As from October 20, 1957, the voluntary levy was put on a statutory basis and the monies are now collected by the government-appointed British Film Fund Agency. The British Film Production Fund will be liquidated.

JERRY'S FUNNIEST BY FAR!...AND BY FA


Paramount Presents
JERRY
LEWIS
as
THE SAD
SACK

Spread the slogan!

Get more out of life... Go out to a movi

UR BIGGEST FOR CHRISTMAS AND NEW YEAR!

He's a sergeant's dilemma...

a captain's nightmare...

AND A GENERAL RIOT!

♪ ♩ ♪

Hear Jerry sing his new hit, "SAD SACK"!

Take a Dating Steer

from Motion Picture Daily that it's

"JUST WHAT AUDIENCES WANT SANTA CLAUS TO BRING THEM FOR CHRISTMAS!"

Take a Hot Tip

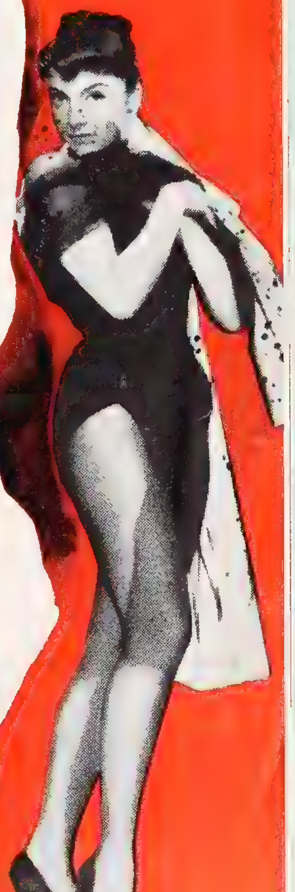
from Hollywood Reporter that this is

"THE YEAR'S FUNNIEST!"

Take the Inside Info

from Film Daily that Jerry's got

"A VERY, VERY FUNNY PICTURE – STRICTLY FOR MASS APPEAL!"



Acknowledgement is hereby gratefully made to the U.S. Army and Air Force... without whose *sense of humor* this picture could never have been made...

A

HAL WALLIS PRODUCTION

Co-starring

DAVID WAYNE · PHYLLIS **KIRK** · PETER **LORRE** · JOE **MANTELL** · GENE **EVANS** · Directed by GEORGE MARSHALL

Screenplay by EDMUND BELOIN and NATE MONASTER · Based on the Cartoon Character Created by George Baker

VISTAVISION®

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All the facts about
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Planned Theatre
Service Program...

RCA
IMPORTANT NEWS

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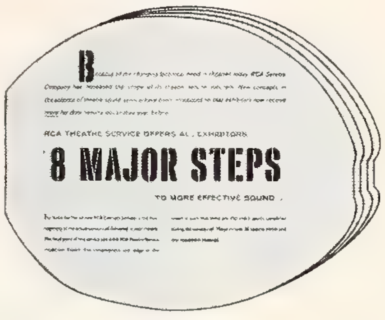
shows you how
RCA Service takes
eight major steps
to protect
your equipment.


RCA THEATRE SERVICE OFFERS ALL EXHIBITORS
8 MAJOR STEPS
TO MORE EFFECTIVE SOUND

Experienced Engineers,
Special Test Equipment
and Teamwork
help keep your System
in top condition!

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ENGINEERING AND ADMINISTRATIVE DEPARTMENTS SUPPORT FIELD FORCE FOR
COORDINATED EFFORT

RCA
Tmk(s) ®

Theatre Service
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, N.J.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

RCA SERVICE Company is broadening the scope of its theatre sound service, according to W. L. Jones, vice-president in charge of Technical Products Service operations. The new program, he says, "is based on a service inspection report covering up to 150 check points to be completed during the service call by RCA engineers." Regional meetings have been held throughout the country on the new service techniques, improved test films and test equipment, and special training films were used to help explain the program. A brochure describing the program has been prepared for mailing to theatre operators.

•

Sale of popular American soft drinks has been spreading abroad country by country for quite some time, with American methods of promotion proving as successful there as at home. A good example of what is going on is sent in by the Orange-Crush Company, which reports that small motorcycles are being given away at the rate of one every two weeks in a "lucky crown" promotion being conducted by Orange-Crush bottlers in Chile. It is arousing a lot of public interest.

•

Snack bars of all kinds can now dispense hot chocolate fast and conveniently by means of a machine offered by the Nestle Company. Called the Nestle Chocolator, it mixes a cup of Nestle Crema Cocoa hot chocolate powder with hot water, and pours the steaming beverage into a cup, all at the touch of a button. The machine can serve up to 80 cups with one filling of the chocolate concentrate.

•

Back in the U. S. after an extensive tour of Europe, Ed Lachman, president of Carbons, Inc., American distributors of Lorraine Orlux projection carbons, has described the tremendous installation of projection lamps at the French carbon company's laboratory in Pagny, France. Lamps of practically all manufacturers throughout the world are installed, in their latest as well as earlier models, for operation as in a projection room to run tests on Lorraine carbons in the various sizes and types. American manufacturers, of course, are conspicuously represented, Ed said.

Television Today

CAPSULE CRITICISM

• Having seen several of the new "Leave It to Beaver" subjects of the new half-hour series produced by Gomalco Productions, and telecast on the CBS network, the time is appropriate to talk about it. The report is all to the good. Written and created by Joe Connelly and Bob Mosher, the situation comedy has as its focal point and protagonist one Theodore, nicknamed "The Beaver," aged about 7. With young Jerry Mathers, as cute a tike as ever came up the pike, in the role of Beaver, the situations and the folks involved are funny, lovable and withal most joyfully entertaining. In support of the delightful Beaver are Tony Dow as his big brother (age 13), Hugh Beaumont as Dad, and Barbara Billingsley as Mother. It's a decided asset to the program schedule. Let's hope the level is maintained—*C. S. A.*

• The other night, in one of his not-too-frequent TV appearances, Jerry Lewis appeared solo, and as m.c. in his Jerry Lewis Show over NBC for Oldsmobile. The quality of comedy which Lewis offers is unique, often exciting—and sometimes bogs down. The average of this show was high, with Jerry at his inimitable best in a sequence depicting him as the horrible example of what not to do to promote safety in the home. He handles the m.c. routine with his usual lightly effective touch, dances with an ensemble, and sings a song or two with the crackling style he has developed and which really "sells" a song. We're high on Jerry Lewis, but we wish they wouldn't make the star personalities play pitchman for the sponsor's product. It's wrong and it's weakening to the show.—*C. S. A.*

New 'Foyle' Series

"Kitty Foyle," a new dramatic series based on Christopher Morley's novel, will begin on NBC-TV in January, 2:30-3:00 P.M., EST, five days a week, it was announced by Robert F. Lewine, vice-president of television network programs. The show will be a Henry Jaffe Enterprises, Inc., production.

Tatum a Disney V-P

HOLLYWOOD, Nov. 7 — Donn B. Tatum today was elected vice-president of Walt Disney Productions, with television marketing his principal concern. He has been with the Disney organization for the past two years, and previously was associated with the American Broadcasting Co.

Luther R. Marr, legal staff member, was elected secretary, replacing James A. Johnson, who resigned that post to give full time to the executive vice-presidency of Walt Disney sic Co.

The board of directors today clared a regular quarterly cash d dend of 10 cents per share, paya Jan. 1 to stockholders of record Dec. 13.

Who's Whe

Jess Oppenheimer, television ducer, director and writer, has appointed head of a newly e lished creative programming within the NBC Television Netv

□

Thomas W. Moore has been pointed ABC Television vice-presi in charge of sales, it was annou by **Oliver Treyz,** vice-presiden charge of television. Moore has signed as general sales manage CBS Television Film sales. It also announced that **Slocum Ch** is taking over the new ABC-TV of vice-president in charge of c relations and will report to Moo

□

Ralph Mitchell has joined sales staff of Screen Gems (Can Ltd., it was announced by L **Burns,** vice-president and ger manager. Mitchell will be respon for the distribution of Screen G feature films to Canadian TV stat

□

Kenneth W. Bilby, vice-presi for public relations of the Nati Broadcasting Company, has elected an executive vice-presi by the NBC board of directors.

'Lively' Will Feature Film-Making Abroad

"Hollywood Around the World," scribed as an intensive examinatio the current state of the American tion picture industry, with empl on the trend that has sent Hollyw film companies on location all aro the globe, will be presented on Television's "The Seven Lively A Sunday, Dec. 15 (5:00-6:00 P EST).

A combination "live" and film gram, "Hollywood Around the Wo will take viewers from Hollywood New York to Hawaii, Indo-Ch Ceylon, Libya, France, Germany Norway to show American motion tures as they are being made and investigate the reasons for film each production in its particular cale. Pictures which will be seen overseas filming include "South P fic," "The Quiet American," " Bridge on the River Kwai," "Leg of the Lost," "Bonjour Tristes "Paths of Glory" and "The Vikin

The program will also present "li interviews with producers.

All
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MOTION PICTURE DAILY

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', NO. 92 NEW YORK, U.S.A., TUESDAY, NOVEMBER 12, 1957 TEN CENTS

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careful consideration on our
eagan said, "decision has been
at more of the great boxoffice

Charles Reagan

Continued on page 6)

ol of Crescent
ns to Sudekums

Special to THE DAILY

IVILLE, Nov. 11 — At the
meeting of stockholders of
Amusement Co. today, with
tion of Mrs. Sara Sudekum
and Mrs. Marie Sudekum
ie, daughters of the late
dekum and Mrs. Nettie Sude-
two of three new directors
replacing directors represent-
First American National Bank,

Continued on page 7)

elevision Today Page 4

'More Intensified Talks' On Para. TV Backlog Deal

Paramount Pictures has completed the inventory and cataloguing of all pictures in its pre-1948 library as a preliminary to negotiations for sale of the television rights, Barney Balaban, Paramount president, reported on Friday.

Balaban said the inventory had shown that Paramount has 700 films available for disposition to television, as compared with the 400 to 500 believed earlier to have been on hand. Completion of the count, he said, has made possible "more intensified negotiations" with interested bidders, but no agreement has been reached yet.

Ask Johnston Aid Releasing

Ben Marcus, president of the Allied Wisconsin unit, has written to Eric Johnston, president of the Motion Picture Association, urging him to call an all-industry meeting for discussion of the releasing problem.

This is the project upon which Edward L. Hyman, vice-president in charge of theatre operations for AB-PT, has been concentrating for the past three weeks. It was outlined to the trade recently by Leonard Goldenson, AB-PT president, and Hyman at a luncheon called for that purpose.

"While it is admirable for these exhibitor leaders to take the initiative

(*Continued on page* 3)

May Be First to Apply to F.C.C.

RKO Teleradio Wants Right to Test Toll TV

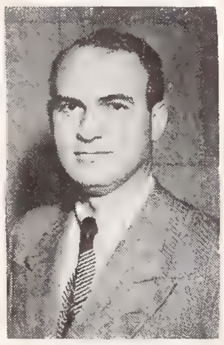
Negotiations for Systems On, O'Neil Says; Rules Out Closed Circuit

RKO Teleradio Pictures indicated on Sunday it may be the first television station operator to file with the Federal Communications Commission for authorization to participate in toll television tests.

This action is now being taken, according to Thomas F. O'Neil, president, and negotiations have been started with developers of compatible pay TV systems, operating on the regular television broadcast band, "with the purpose of employing one or more of RKO's broadcasting and motion picture facilities in trial demonstrations of pay broadcasting."

O'Neil's statement made it clear

(*Continued on page* 6)



Thomas F. O'Neil

'Giveaway' To TV Is Hit

Special to THE DAILY

CHICAGO, Nov. 11. — A veteran exhibitor has warned here that the motion picture business "as we know it" will soon vanish "if Hollywood continues to make the cream of its old productions available to televi-

(*Continued on page* 4)

Future Is Assured With Changes: Balaban

(Picture on Page 3)

The future of the industry is assured provided its present leaders have the vision to change with changing conditions. Barney Balaban,

(*Continued on page* 3)

Syndicate, WB to Meet Friday for Conciliation

Special to THE DAILY

FRANKLIN, Ind., Nov. 11 — In what is believed to be the first granting of a request for conciliation by a central distribution source, representatives of Syndicate Theatres will appear at a hearing scheduled for Fri-

(*Continued on page* 7)

Upward Movement In Attendance Noted

Special to THE DAILY

RIDLEY PARK, Pa., Nov. 11—Upward movement in the trend in total adult paid attendance at motion picture theatres for the first time in ten weeks has been observed by Sindlinger & Company statisticians. During

(*Continued on page* 7)

REVIEW:

Don't Go Near the Water

MGM—CinemaScope

ROLLICKING, BOISTEROUS, satiric and touching, this top-flight MGM comedy, produced by Lawrence Weingarten, adds some new and delightful touches to the nearly classic situation of sailors doomed to serve out the duration on an idyllic Pacific island, almost without women and, in this case, also without war.

Glenn Ford, standing quite high at the moment in box office popularity, will improve that rating considerably as a result of his performance as the Lt. Max Siegel of the book by William Brinkley from which the picture was made. Gia Scala, a new and more subtle type of Hollywood beauty, shows charm that should prove a potent box office draw. The remainder of the cast, principally Keenan Wynn, Anne Francis,

(*Continued on page* 7)

PERSONAL MENTION

JOSEPH MOSKOWITZ, vice-president of 20th Century-Fox, will return to New York today from Europe aboard the "Queen Mary."

•

JAMES R. VELDE, United Artists general sales manager, and **AL FITTER**, Western division manager, have left New York for the Coast.

•

EDWARD MOREY, Allied Artists vice-president, left here at the weekend for Hollywood.

•

LOKE WAN THO, head of the Cathay Organisation, Singapore, has left there for Bangkok on the first leg of a round-world tour during which he will visit America and Europe.

•

CHARLES "BUD" BARRY, M-G-M vice-president in charge of television, is scheduled to return to New York from the Coast on Nov. 25.

•

SOL C. SIEGEL, producer, has arrived in New York from the Coast.

•

VICTOR J. HOARE, deputy managing director of Lion International Films, Ltd., has returned to London from New York.

•

KENNETH MACKENNA, M-G-M studio story head, has returned to the Coast from New York.

Hicks Appointed Para. Cincinnati Manager

Donald R. Hicks has been named Paramount Cincinnati branch manager by Hugh Owen, vice-president of Paramount Film Distributing Corporation.

Hicks, who has been Des Moines branch manager since May, 1948, succeeds Edmund C. DeBerry, who recently was elevated from Cincinnati branch manager to Eastern division manager. Nov. 25 has been set as the effective date of Hicks' new appointment.

Cohn Arrives Here

Harry Cohn, president of Columbia Pictures, will arrive here today from Hollywood. He will preside at the annual meeting of the stockholders of the company next Monday. He also has scheduled a series of meetings with home office executives on the releasing and selling of completed features and future production plans.

List (RKO) Earnings $1,670,284 in 9 Mos.

List Industries Corp. (formerly RKO Theatres Corp.) and its subsidiaries had consolidated earnings of $1,670,284 for the first nine months of this year ended September 30, including a profit of $598,929 on sales of properties, the company reported yesterday. This amounted to 38 cents per share.

The earnings compare with $439,045 for the first nine months of 1956, which were 14 cents per share.

Provisions for depreciation and similar non-cash charges made against earnings were approximately $2,396,000 during the 1957 period reported on as compared with $2,095,000 for the same period in 1956.

4,341,544 Shares Outstanding

Shares of common stock outstanding for the 1957 period were 4,341,544 as compared with 4,321,320 in 1956. These shares did not include 32,300 shares held by the corporation in 1957 and 50,400 shares in 1956. At January 1, 1956 there were 3,151,736 shares outstanding, not including 179,200 shares held by the corporation.

The company also announced yesterday it has purchased approximately 140,000 shares of its stock from David J. Greene and certain of his associates.

Says Arbitration Delay No Fault of Allied's

Allied States was not responsible for the postponement of the meeting of the joint arbitration committee scheduled for Nov. 6 nor for any delay in setting a new date, Abram F. Myers, chairman and general counsel of Allied States, asserts.

Commenting on a report attributing the postponement and delay to Allied, which was published in MOTION PICTURE DAILY of Nov. 7, Myers said Theatre Owners of America representatives on the committee felt that the Nov. 6 date was too close to TOA's annual convention, Nov. 20-23 in Miami, and would interfere with convention preparations. A delay was requested, which Allied did not join in but agreed to, Myers said.

Favors a New Date

Myers added that Allied favors a new committee meeting date before Dec. 15, and Allied representatives who have been polled thus far are agreeable.

The erroneous report was the result of a misunderstanding, which MOTION PICTURE DAILY regrets.

Zeeman New Col. Int'l. Vice-President, Treas.

The election of Bernard E. Zeeman to the post of vice-president and treasurer of Columbia Pictures International Corp. has been announced by Lacy W. Kastner, that corporation's president.

Bernard Zeeman

Zeeman, who was elected treasurer of the International corporation in 1951, joined Columbia Pictures in 1935 as travelling auditor, later becoming assistant manager of branch operations, and in January 1944, he was named head of foreign branch operations. He entered the industry in 1924, as an auditor for Universal Pictures, after attending Columbia University.

ITO of Ohio Slates Convention Plans

Special to THE DAILY

COLUMBUS, O., Nov. 11. — First business session at the 22nd annual convention of the Independent Theatre Owners of Ohio at the Fort Hayes Hotel here will be held at 12 noon Tuesday, Dec. 3, it was announced by William Carroll, new ITOO executive secretary. The two-day meeting will adjourn at 4 P.M. the next day. Pre-convention meeting of the board of directors will be held the Monday before.

Continental to Open Five New Branches

Continental Distributing, Inc., will open five new branch offices this week, it was announced yesterday by Carl Peppercorn, vice-president in charge of sales. The new offices will be located in Chicago, Pittsburgh, Kansas City, Albany and Atlanta.

Mike Kassel will be the district manager for the Chicago, Milwaukee and Minneapolis territories; Joel Golden for Pittsburgh, Cincinnati and Cleveland; and Clarence A. Schultz for the Kansas City, St. Louis, Des Moines and Omaha areas.

'Mine to Give' Opens

"All Mine to Give," an RKO Radio Picture released by Universal-International, will have its world premiere tomorrow night at the Raulf Theatre in Oshkosh, Wisconsin, launching more than 150 dates in the Winnebagoland territory.

Special A
Boost 'Wate

By JAMES M. JERAULD

How to reach all the pot
patrons on a picture with obviou
peal for those between 16 an
was the problem posed by "Don
Near the Water," new MGM con
Convention and long-established
tom were discarded after a seri
nationwide previews showed
teenagers as well as those of m
age liked it.

This was ascertained from a
of comment cards.

After a series of confere
among Howard Dietz, vice-pres
in charge of advertising, pub
and exploitation; Silas F. Se
advertising manager, and Donah
Coe, the advertising agency, it
decided to concentrate on a seri
20 different ads, each in units o
lines, 50 on two columns, in al
New York newspapers from the
accepted tabloids to the "Ti
bearing in mind that "Don't Go
the Water" as a book was on the
seller list for months.

Preferred Position Sought

The ads were scattered thr
the papers—the amusement secti
the comic sections, on the book
and also on pages two and thr
the regular news sections wh
was possible to get designated
tions, so that they would not be
in the general run of the pa
This series is to be used elsew

Zanesville Rejects D

ZANESVILLE, O., Nov.
Zanesville voters turned down a
posal to adopt daylight saving
6,730 to 4,120. There had been
campaigning by either side on
amendment to the city charter.

NEW YORK THEAT

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"LES GIRLS" starring
GENE KELLY • MITZI GAYNO
KAY KENDALL • TAINA ELG
An M-G-M Picture in CINEMASCOPE and METROCOLO
and SPECTACULAR STAGE PRESENTATION

WHEN YOU NEED
SPECIAL TRAILERS
'GOOD' AND F-A-S-
SEND YOUR ORDER TO
FILMACK
CHICAGO, 1327 S. Wabash - NEW YORK, 630 N

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fo Single copies, 10c.

k Johnston

(Continued from page 1)

ffer their good offices to solve problem," Marcus wrote to on, "I question whether such in the part of these leaders ibition will effectively solve this m. This problem has been cre- by the producers and distribu- instituting this method of dis- on, and I feel that in order rect this condition, it will take of great stature, wisdom, and at influence in distribution to such a meeting as suggested ldenson and Hyman."

nan called on Marcus during r he has made in behalf of the . He received assurances from G. Stellings, president of The- wners of America, that he fa- he industry meeting, and sev- llied regional units have also ed the plan. It has been ex- that Hyman would report this on the progress of his efforts. roposal will be one of the topics discussion at the TOA Miami ation next week.

Subject at Allied Meeting

cus wrote to Johnston that he iscussed the problem with lead- m many sections of the country at the Allied convention at Ki- a Lake.

seems to be the consensus of n that the alarming drop in attendance is no longer en- due to television or other com- media," Marcus stated in his "but the unavailability of a flow and orderly supply of motion pictures to theatres." added that Goldenson and Hy- opinions on the problem "con- with many of us exhibitors that dy flow of regular releases of otion pictures is the only thing vill revive and bring back the ns of lost audiences into thea-

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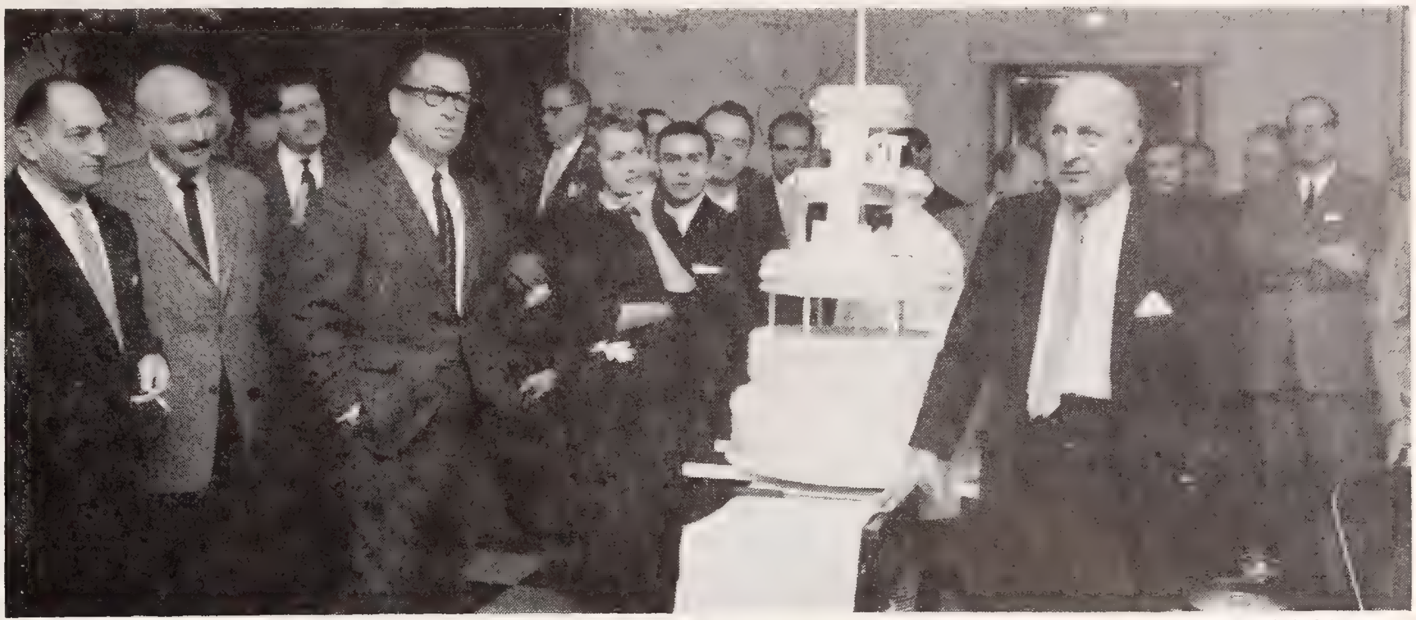
imistic Reports Argentina, Brazil

imistic reports on the tax prob- in Argentina and Brazil high- l the Motion Picture Export As- on's board of directors meeting ate last week.

ert J. Corkery, MPEA vice- ent who recently returned to York after an extended business of the various Latin American s, reported to board members in on Argentina's $5,000 per pic- release tax. Corkery said that egotiations with the Argentine nment were successfully con- l, and that the tax will not to American films.

kery also expressed hopes of ued successful negotiations with and of establishing new condi- in regard to import licenses, n duties, admission prices and of exchange for remittance and A report on Spain and France lso presented to board members.



M. P. DAILY picture

ELATION, confidence (and some confidences), hopes, and predictions, from Barney Balaban, Paramount's president, as he spoke to friends of the press Friday noon at the Criterion, and shared cake cutting with the theatre's owner, Charles Moss (foreground) and star Martha Scott. The significance of it all being the record run—and record receipts—of "The Ten Commandments." As for that, see below. . . .

Balaban Sees Future Assured

(Continued from page 1)

president of Paramount, made that his theme in an informal talk Friday at a birthday party marking the first anniversary of the opening of Cecil B. DeMille's "The Ten Commandments" at the Criterion Theatre.

The changes involved, Balaban continued, for instance are the courage needed to back extraordinarily high budget spectacles like "The Ten Commandments" and an extension of the distribution of motion pictures to where "the audience is, in their homes."

Speaking of "Commandments," which he said had a negative cost almost three times higher than any previous DeMille picture, Balaban said, "The business lesson inherent in 'The Ten Commandments' is enormously pertinent to the whole industry at this time. What we mean by this is that a producer should not let a high budget scare him if he believes in the ingredients of the project. There are other important pictures soon to be released by other companies who have obviously come to the same conclusion.

Praises 'Mortgage-Lifters'

"I hope that every company will find its share of mortgage lifters as everyone benefits from their success—the producer, the exhibitor, the concessionaire, the neighboring theatres and ultimately the public."

Figures released at the buffet, cake and champagne party, held for newspaper people and home office executives in the lounge of the theatre with Balaban and Charles Moss as co-hosts, showed that the picture's gross in the one year from November 8, 1956, was $2,500,000 from 1,300,000 patrons at the theatre. The total national gross to November 7, 1957, is $26,500,000. It has had 917 openings in the U.S., paid $16,250,000 in film rental to Paramount, and its estimated return in film rental to the company through December 31, 1957 is $18,000,000.

Balaban, expanding on pictures in the home, predicted that within the next three or four years motion picture production would "increase by 50 per cent" and a great deal of additional revenue accrue to the industry as a whole through pay television. "After all," he said, "we are only extending the present audience by bringing entertainment to people wherever it may be convenient for them to be." Theatre business will still continue, he thought, and the theatre in the home would merely be an extension of the present entertainment business.

Talks of 'Ten' Policy

Questioned by reporters concerning exhibitor objections to Paramount's sales policy for "Ten Commandments," Balaban said that if the company released the picture the way exhibitors prefer Paramount could expect a maximum gross of $40,000,000. However, he observed, the company believes the picture will more than double that gross under the careful release plan being followed.

Ellis Theatres File Three Anti-Trust Suits

Special to THE DAILY

PHILADELPHIA, Nov. 11.—A. M. Ellis Theatre Interests, largest independent circuit in the area, filed three anti-trust suits in United States District Court here, seeking damages of over $2,000,000 for two drive-ins and an indoor house from the major distributors, including Paramount, Warner Bros., Twentieth Century-Fox, RKO, United Artists, Columbia and Universal.

The suit asks their Chester Drive-In in suburban Radnor township and Coatesville Drive-In near Coatesville, Penna., get first-runs at the same times as Philadelphia center city houses. The court also is asked to direct the distributors to fix a nationwide release date for drive-ins so they may obtain film at the same time as first-runs in all big cities. For their Renel, local neighborhood house, they object to a seven-day clearance "to the advantage of another neighborhood house."

Bulk of Mayer Estate Goes to Foundation

From THE DAILY Bureau

HOLLYWOOD, Nov. 11.—The will of Louis B. Mayer, filed in Superior Court Friday, leaves the bulk of the estate to the Louis B. Mayer Foundation, non-profit charitable organization set up in 1947, of which religious, scientific, literary, education and charitable organizations are beneficiaries.

Dated May 10, 1955, the will leaves the Mayer home in Bel Air to his widow, complete with all contents and mineral or other rights, and $750,000 in cash. Daughter Irene Mayer Selznick is left $500,000 in cash and a trust fund for the same amount is set up for adopted daughter Suzanne Mayer. Another $500,000 trust fund is established for two grandsons.

Business Associates Remembered

Ida Cummings, the deceased's sister, is provided a monthly income, and substantial legacies are left for Jack Cummings and Mitzie Cummings Fielding, his nephew and niece, and for Myron Fox and Howard Strickling, longtime friends and business associates. The total amount of the estate is not yet known.

Johnston to Washington After Talks in Britain

From THE DAILY Bureau

LONDON, Nov. 8 (By Air Mail). Eric Johnston, president of the Motion Picture Association of America, left for Brussels today, following a three-day visit here. He plans to fly to Paris tonight and back to Washington, D. C., on Monday.

Johnston said that his London visit was for "routine talks" with MPA European representatives and the "renewal of contacts with friends."

Television Today

IN OUR VIEW

STEPS are to be taken, it is understood by the television industry, sparked chiefly and appropriately by the National Association of Radio and Television Broadcasters, to present a united front in an effort to obtain its just due as an important communications media. Harold E. Fellows, president of the NARTB, recently cited pay television as one of the challenges to free broadcasting which must be met with "courage and confidence."

•

Mr. Fellows urged broadcasters, which means the whole of the television industry, to take pride in what it has accomplished in its brief span of a few years, with radio also only going back a few decades. He makes a very important point when he refers to the fact that some broadcasters have "chosen to ignore criticism . . . rather than to analyze it." There is food for thought in Mr. Fellows' contention that while the broadcaster is in the business, and presumably does a reasonably good job of promoting his station, program, the wares and services of his advertiser clients, he does a conspicuously inadequate job of promoting his own industry.

The station, said Mr. Fellows, must be a part of the community which it serves. And that is perhaps the most important and most significant of his usually penetrating observations. "Broadcasting begins and ends in the homes. . . . Its final influence is upon the people who reside in those homes. . . ." The industry must never lose sight of that simple fact, just as it behooves many another industry, notably the motion picture, to keep that fact ever in mind.

•

In connection with the effort of the television industry to seek equal rights with other media in all particulars, the industry seems to be making an effort to impress people generally with its vast spread, its continuously growing audience as population increases and the big place it holds in the leisure hour activities of the average American family.

That is all well and good, but with that vast area of influence goes a vital responsibility, which must be kept ever front and center of the consciousness of the industry; for it is a fact that industries have personalities, viewpoints and aspirations. It is unfortunately true, also that when an integral part of an industry, let us say a single station, or a single network makes a mistake of judgment in any direction, the whole of the television industry, in the minds of many, is tarred with the same brush. Individual error can in effect spread like the ripples in a pond resulting from a thrown stone. It's a good thing to remember.

—*Charles S. Aaronson*

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NARTB Film Group To Meet December 5

From THE DAILY Bureau

WASHINGTON, Nov. 11.—The first meeting of the new Film Committee of the National Association of Radio and Television Broadcasters will take place here on Dec. 5.

The committee will look into current problems in the television film field and will also receive a report on the final draft of this year's film manual.

Harold See Is Chairman

Harold P. See has been appointed chairman of the 1957-58 committee, the NARTB said. Other members are Kenneth I. Tredwell, Jr., Joseph L. Floyd, Frederick S. Houwink, Glenn C. Jackson, Lee Ruwitch and Miss Lynn Trammell.

Krinsky Named Head Of Telechrome Division

Special to THE DAILY

AMITYVILLE, N. Y., Nov. 11 — S. Krinsky has been appointed director of Telechrome Manufacturing Corp.'s newly opened Western Engineering Division in Van Nuys, Calif., it was announced today.

Krinsky was formerly chief engineer of Chromatic Television Laboratories (Electronic Division of Paramount Pictures). As director of the Western Engineering Division, he will undertake full responsibility for customer relations and field engineering regarding all technical aspects on Telechrome's advanced electronic equipment.

From the new Van Nuys office, Krinsky and his staff will cover the territories of California, Nevada, Arizona, Utah, Idaho, Oregon, Montana and Washington.

Howell Heads CBS Sales

John F. Howell has been named general sales manager of CBS Television Films Sales, Inc., Leslie T. Harris, vice-president and general manager, announced yesterday. Howell, for the past year account executive for national sales for CBS Film Sales, will assume his new post immediately.

Foreign Income, TV Aid Gross Slack

A comparatively cheerful outlook for the future of the motion picture business is maintained in a basic analysis of all amusements just issued by Standard & Poor's.

Foreign income gains and money from television sources have taken up the slack caused by a decline in domestic profits, the report indicates, and increasing income can be looked for from abroad over the next few years, although a warning is sounded that the "factors which caused a decline in domestic attendance will be duplicated eventually in other countries in varying degrees."

Get Bulk of Playing Time

At present American films get an estimated 60 per cent of playing time in foreign theatres. The receipts account for 47 per cent of the distributors' total revenues after payment of foreign taxes.

Television is no longer considered an "arch foe" of the picture business, the analysis states. All the major companies, except Paramount, have sold or leased their pre-1948 films to television and most studios are increasing their production of films designed for television, including half-hour series and commercials.

Commenting on the sale of old films to television, the analysis states that the films were fully amortized and the expenses of distribution are small, and the profits are "exceptionally high, running in some cases to about 40 per cent of the total licensing fees."

Doubt Anent Post-48 Films

As for the post-1948 films which have been delayed by failure to arrive at a formula for dividing the proceeds among actors, writers and directors the profits seem to be somewhat limited."

Total annual budgeting for television film production by Hollywood producers is estimated at $100,000,000.

The analysis of theatre problems is on the sombre side. Gross revenues have dwindled from over $80,000 per theatre in 1946 to a little more than $60,000 in 1956. Staffs have been cut, the analysis states, but rising costs have reduced the average net profits to 3.5 per cent. Average concession sales of $19,000 annually per theatre and sales at drive-ins four times higher than those in conventional theatres have offset some of the reductions. In some cases profit margins on concession sales are higher than on film exhibition.

Exodus to Suburbs a Factor

Due to the "exodus of millions of city dwellers to suburbs, the unfavorable position of downtown theatres has been accentuated," the survey states.

Favorable factors brightening the outlook, however, are the reduction of the federal admission tax and the elimination of admission taxes in many cities.

'Giveaway' I

(*Continued from page 1*

sion." Assailing what he termed
dustry's "suicidal giveaway,"
Silverman, president of the E
Theatres Corp., declared that '
theatres may close during th
year" because of the stiff com
of "front-line films" on TV. H
at a meeting of the Essaness
tre's board here.

He placed the "original sin"
feet of "banking interests." Th
quidating influence," he charge
caused veteran film executives
against their best judgment in
their backlogs to televisio
meager sums in comparison to
production costs.

"Ironically, if theatres perish
quality motion pictures will
available to television becau
cannot absorb the heavy pro
costs that accompany the mal
quality movies."

Warns of More Closing

Theatres, wounded at the
fice by TV's early inroads, be
surge back generally about tw
ago, at which time TV was at
est ebb, Silverman commente
then movie-makers started to
the best of their backlog to te
at prices which were only a f
of the cost of current live TV
taculars, "with the result that
fatalities have again risen
alarming rate." He noted pl
shutter several more outlying t
shutter several more outlying th

CBS, ABC, Others Promote U.A. 'Ra

The Columbia Broadcastin
tem, the American Broadcastin
pany and three major national
tisers will participate in a te
and retail promotion drive in
of the forthcoming United Art
lease, "The Lone Ranger a
Lost City of Gold."

The campaign will tie in w
25th anniversary celebration
year of The Lone Ranger pr
Store displays, special merc
and ads in the newspapers and
zines will be used in addition
plugs. Cooperating advertise
General Mills, Nestles and The
ican Baking Company, which
The Lone Ranger show.

Deneau Conducts I Sales Meets This V

Sidney Deneau, Paramount V
sales manager, is in Milwauke
for the second in a series of
division branch sales meeting
first of which was held yester
Minneapolis. He will be in C
tomorrow, Indianapolis on Th
and Detroit on Friday.

Among the meetings' parti
are Central division manager
D. Stoner and branch manager
Stevens, Chicago; Thomas F.
Detroit; Howard DeTamble,
apolis; Ward Pennington, Milw
and Jess T. McBride, Minneap

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Weisl Named to Conduct Probe of Missiles

Special to THE DAILY

WASHINGTON, Nov. 11 – Edwin L. Weisl, member of the board and of the executive committee of Paramount Pictures and of the law firm of Simpson, Thacher & Bartlett, has been named special counsel in charge of the Senate Preparedness Committee probe into the missile and satellite programs.

Senator Lyndon B. Johnson of Texas, chairman of the committee, made the announcement. No hearing date has been set, but Weisl will take charge of the preliminary work immediately.

MGM 'Raintree'

(*Continued from page* 1)

potential can be realized through continuous presentation than through an extension of the reserved-seat policy.

"Experimentation with two-a-day and/or continuous policy for high speed attractions is nothing new in MGM history. We did so successfully with 'Quo Vadis', for example.

"'Raintree County' was launched with one of the finest world premieres in our history at Louisville and each of the four engagements which followed was carefully promoted. In the opinion of many showmen, everything done to date has helped establish the picture as one of the outstanding attractions of the year.

"We can now accept more dates on 'Raintree County' than would be available under the limited reserved-seat method and bring the picture to larger audiences while the publicity still is gaining momentum."

RKO Teleradio Asks Right to Test Toll T

(*Continued from page* 1)

that RKO Teleradio, in its experimentation with pay TV, will have nothing to do with the closed circuit systems such as the telemovies plan being tested in Bartlesville, or the Skiatron or Telemeter systems if operated by wire connections.

Against 'Another Set of Wires'

"There is no sound economic reason to connect the homes of this country with another set of wires," O'Neil said, "when an efficient system of air broadcasting already exists. Therefore, the airlink system, because it is far less expensive and because it has already established a sound and workable relationship with government through the FCC, is the obvious route to a fully integrated and effective compatible pay TV system."

RKO Teleradio operates WOR-TV, New York; WHBQ-TV, Memphis, and WEAT-TV, Palm Beach, Fla. Of these, only WOR-TV qualifies for toll TV experimentation under the conditions announced by the FCC in September and October. Under those conditions toll TV can be tested only in cities having at least four top quality TV signals. Some 20 cities now meet that test but New York is the only one of the 20 in which RKO Teleradio has a station.

Linked with Don Lee Web

However, the company is affiliated with the Don Lee Network in Los Angeles, which also qualifies as one of the 20 test cities. Moreover, cities other than the 20 now meeting the FCC requirement may qualify later by building up to a fourth top quality station.

Under the FCC toll TV test conditions, of course, no applications for authorization to conduct tests will be processed until after next March 1. Meanwhile, Congressional action which might prevent a test taking place at all is a distinct possibility, with legislation to prohibit toll TV already introduced, and more almost certain to be when Congress convenes in January.

O'Neil's statement did not identify the toll TV system, or systems, with which the RKO Teleradio negotiations are being conducted. In addition to those mentioned, there is the Zenith Phonevision system, Blonder-Tongue Laboratories' Bi-Tran system, and Teleglobe, proposed by Teleglobe Pay TV System.

Transcript of Statement

In announcing the decision to file for FCC authorization to participate in toll TV tests, O'Neil's statement said in part:

"Toll television is already with us and RKO Teleradio proposes to waste no time or effort in attempting to stem the tide of the inevitable, especially since this would only serve to divert its rich flow to some other communications stream such as closed circuit. We propose to lend our efforts to the development of a compatible pay-TV system, operating on the regular television broadcast band, which will produce a real opportunity for the viewer to choose among free and pay television programs. It is the broadcasters along with the equipment manufacturers and advertisers who have made American television the super-medium of communication and entertainment it is today. It would be economically and socially wasteful for broadcasters not to take their rightful place in the forefront of innovators who seek to broaden the base of television entertainment.

Cites Two Prime Factors

"In simplest terms, after all the arm-waving and shouting is over, two things will regulate the progress and impact of pay TV. One is the economic ceiling set by the amount people are willing to pay for home entertainment; the other is the body of government controls finally es
lished to regulate this commerce.

"Today the public pays too hig
cost in time and money for its
of-home entertainment. Compat
pay television presents a way
streamline the distribution of t
events. Fringe costs like baby-sit
transportation and parking can
eliminated on these occasions.

Sees Other Activities Aided

"This saving in time means
more leisure hours for the enjoym
of other pursuits like reading, lis
ing to the radio or watching free
vision. And according to the best
mates of economists close to the f
families can be expected to buy a
as much pay entertainment by br
casting in a week as they now pay
one evening of local out-of-home
tertainment.

"Compatible pay television's s
tary effect on video programming
already been documented in a n
ber of ways. Programming scope
methods for determining audience
ceptance will be immeasurably
ter. Local sports favorites, cult
events, full dress musical come
will come into the home as ofte
the family elects them. Opportun
for experimentation and selective
gramming will be enhanced.

"A failure to permit compatible
television via airlink will result i
direct burden to the viewing pu
in two principal ways:

Considers Wire Costs Too Hig

"1. The higher cost of transmit
the program by closed circuit w
system will result in a much hi
price for the entertainment delive

"2. Insofar as the control of
transmission of closed circuit w
television will give effective contr
the talent and events which are li
to be used for either pay or free t
vision, the closed circuit wired sys
operators will soon have control o
of the program elements of telec
ing whether they be for free or tol

"No free television system will
able to compete with toll television
erators for programs that may eve
telecast without charge and, as a
sult, it will be necessary for the p
lic to make the set investment or t
will not even be able to receive w
is now free. Consequently, toll t
vision in itself will not eliminate
television, but if it is confined t
closed circuit wired system with
regulation under the FCC, free tel
sion will soon be under the monop
of the closed circuit wired sys
and the public will be the big
loser.

Fears for 'Fringe Areas'

"Finally, with only wired TV m
millions of people who live in
called fringe areas, distant subu
farms, villages, etc., will find it
expensive to wire into the syst
Where will these families get tel
sion reception of any kind?"

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JOHN H. ROWLEY,
Chief Barker V.C. International

is Astor to Become umbia Consultant

uis Astor, Columbia Pictures office executive in the sales de- ient since 1933, will become a ıltant after 31. His act has amended at his serv- will con- ue to be ıble to A. ague, vice- lent in e of dis- ion, and Jackter, al sales ger.

Louis Astor

tor went the entertainment business as a age advance agent for legitimate hows. He entered the motion re business in 1910 as a road sentative for films and spent five as an exhibitor before entering Javy in World War I.

ined Montague, McConville

ter the war Astor joined the New ınd distribution combine of A. ague and Joseph McConville, ı acquired the area franchise for nbia product. When Columbia ht out the franchise holders, ague and McConville came to York as sales executives and As- ined the company. He was New n branch manager before being ferred to the home office in 1933.

ward Movement

(Continued from page 1)

week ending November 2, total adult attendance was up 5.4 per over the level measured for the ding week ending October 26. nally, total adult paid attend- increased by 1,500,000.

Influenza Vital Factor

ıe recession in the Asiatic Flu is considered to be the major r in effecting the increase. Dur- he weeks ending October 17 and ber 24, the subject of Asiatic ranked high on the list of the most talked-about subjects in United States, in 6th and 4th ions, respectively. During the ending November 2, the sub- fell to 14th position.

ı increase was experienced in all ns with the exception of the Mid- where four-wall attendance ex- nced an increase, but the con- nce in the sharp decline in drive- tendance during the week was responsible for holding total attendance down below the level of the preceding week. The greatest increase was in the East, where total adult paid attendance was up 14 per cent.

Don't Go Near the Water

(CONTINUED FROM PAGE 1)

Fred Clark, Russ Tamblyn, Earl Holliman and Eva Gabor are exact for the requirements of the story.

Ford is a Navy lieutenant with sea and combat experience, trapped with a number of ninety day wonders in a public relations unit on a base in the Pacific. Restless, bored and unhappy with the burlesque antics of their commanding officer, Fred Clark, a lieutenant commander and peace-time publicity genius, they find various ways of getting into and out of trouble with the Navy, the press corps and women. Among these are Anne Francis as a nurse lieutenant and Miss Scala as a native girl, daughter of a chieftain who lives, to Ford's ultimate surprise and dismay, a cultured, palatial life.

Miss Scala, with a background of European education, teaches school for the native children, a project which Ford's interest in her leads him to support by various means including blackmailing a $1,000 donation out of a particularly obnoxious newspaper correspondent.

Other high jinks include an outright slapstick sequence in which the officers build their own clubhouse when the possibility of adverse publicity prevents the use of the SeaBees, a visit to the island by two junketing Congressmen, a crusty admiral played by Howard Smith who regards all public relations officers as morons, and a running gag involving Ford's assignment to clean up the language, appearance and manners of a seaman selected blind as the typical American sailor because his name happens to be Farragut Jones.

The situations move from slapstick to pure satire and back with many lines of dialogue sure to be drowned in audience laughter. The story is episodic but never slow, moving from laughter to sentimentality and to the love affair between Ford and Miss Scala with dignity and grace. Much of this is due to the direction by Charles Walters who keeps the frantic action moving and the many side plots sorted out.

It is a happy picture, full of life and laughter and is sure to brighten the box office. It is filmed in Metrocolor.

Running time, 107 minutes. General classification. Release, in December.

James D. Ivers

Syndicate, WB

(Continued from page 1)

day in the Warner Brothers branch manager's office in Indianapolis. The dispute with Warners is one of four such reported by Trueman Rembusch, secretary-treasurer of Syndicate and involves a request for an adjustment on "Giant."

Criticizes Three Others

Rembusch also cited M-G-M for refusal to serve a print of "Jailhouse Rock" on regular availability, also its refusal to quote terms on "Raintree County" and "Les Girls"; United Artists, for failure to quote terms on "Around the World in 80 Days" and Paramount on "a number of items" but "principally in regard to its failure to quote terms on 'The Ten Commandments'."

Control of Crescent

(Continued from page 1)

complete control of the Crescent was returned to the Sudekums.

After a recent Chancery Court hearing the bank relinquished to the Sudekums control of 2,514 shares of Crescent stock. A financial report as of June 30 revealed total assets of $12,718,700, a slight decrease over the 1956 report, and a surplus of $9,998,780, a slight increase over the previous year.

Old Theatre Closed

CLEVELAND, Nov. 11.—An era in local motion picture history ended yesterday when the 3,200-seat Park Theatre, one of the city's show places when it was built 38 years ago, closed its doors for good. Operated by Loew's from the time it was built until Nov. 1, 1954, when it was sold to the Associated Theatres Circuit, the theatre was victim of a changing neighborhood, causing a decrease in patronage, and a high overhead.

N. Y. Showmen Heard At Wage Hearing

Metropolitan motion picture theaatre operators here sought consideration for their current business "depression," termed by one "the worst such period in 39 years," at a hearing in the Wendell Willkie Memorial Auditorium here Friday. They appeared before the State Labor Department's Commission studying minimum wage rates in the amusement and recreation industry.

Harry Brandt, president of Brandt Theatres, and also of the Independent Theatre Owners Association, reported the shuttering of two of his circuit's Broadway theatres, the Mayfair and the Globe, and eight of its neighborhood houses during the past year. Calling this the age of the turnstile, in which even the position of "the friendly old doorman" is not safe, Brandt said that "the industry is suffering from a plethora of amusements from which we never had any competition before."

Strausberg Tells of Closings

Solomon M. Strausberg, president of the Metropolitan Motion Picture Theatre Association, said that his own Interboro Circuit had shrunk from 35 theatres in 1947, to the present 24, which will be running at a net loss for the current year.

A 30 to 40 per cent decline in attendance was also reported by Martin H. Newman, treasurer of the Century Circuit. Newman said that a combination of the Asiatic flu and the mass lay-offs of defense plant workers has played havoc at the circuit's theatres.

Murray Lenekoff of Loew's Theatres described attendance at his circuit's 40 metropolitan theatres as "17,000,000 less" that it was in 1950.

All Affected, Says Brandt

At the close of the hearing, Brandt told Chairman Paul R. Hays that many other theatre owners in the audience were not heard from only "because of a fear of being repetitious." All the speakers emphasized the fact that cashiers, ushers and doormen, whose wage-scales are now being studdied by the State Commission for a possible increase, are chiefly part-time help not dependent on the theatre for a livelihood. The Commission's recommendation is expected to be made known by January 3 of next year.

Friday's hearing was the last of a series of three, the others being held in Rochester on October 25, and in Albany, November 1.

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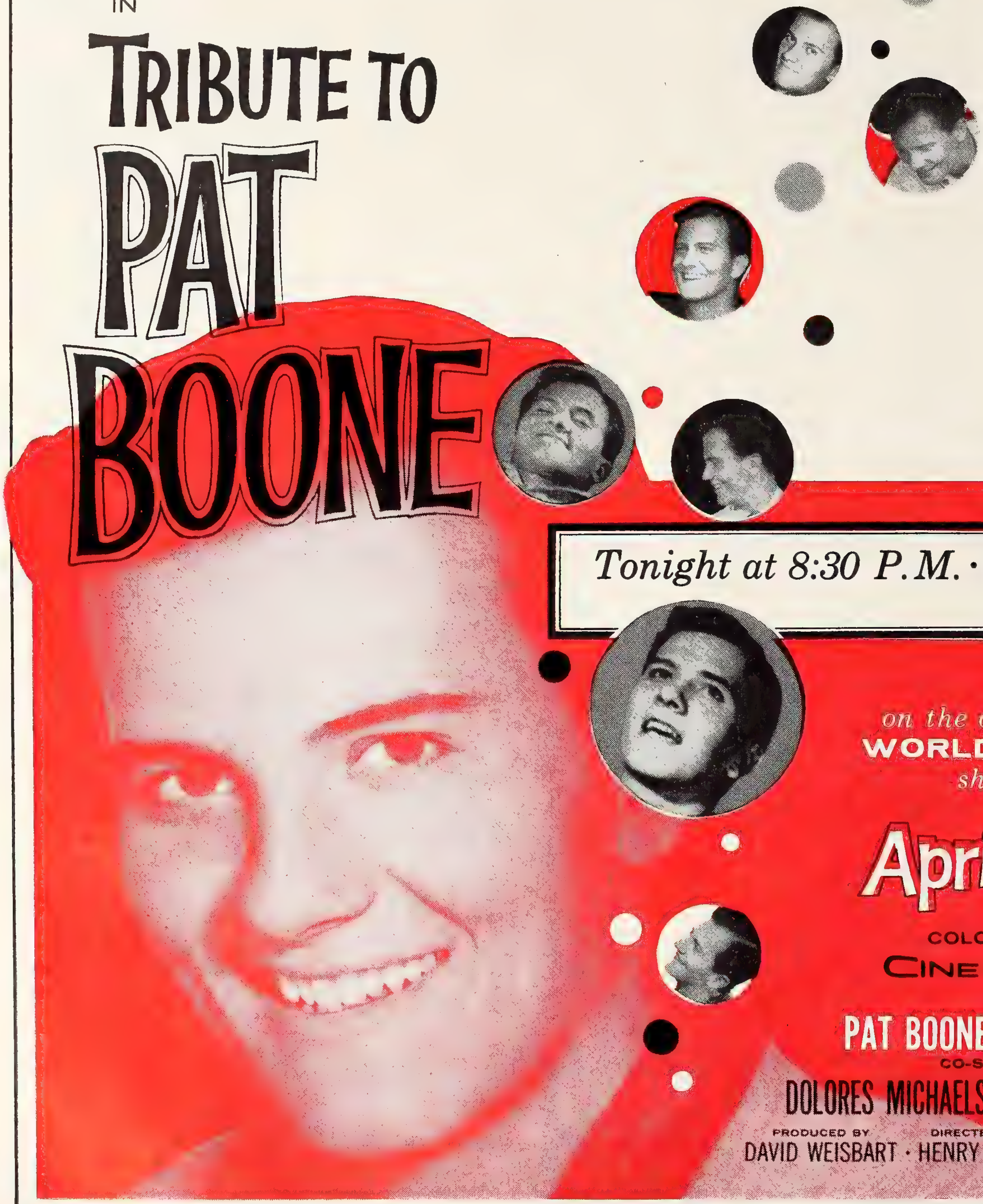

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vers Essex

tes Claims nds Lacking Stock Deal

Pact Would Not Help ıblic or Stockholders

By WARREN HARRIS

rging "false and fraudulent" ntations on the part of Essex sal Corp., Herbert J. Yates, nt of Republic Pictures, has n answer in New York Federal to the company's complaint ates had failed to live up to a ct said to provide for the sale 3,223 shares of his common interest in Republic to Essex. ling to Yates' answer, the con- was "automatically nullified" it was learned that Essex was ting, as it had stated in the

(Continued on page 8)

lwyn to Take Stand rust Suit Thursday

Special to THE DAILY

N FRANCISCO, Nov. 12.–The l Goldwyn suit against Nation- atres and others resumed today more than a month's adjourn- with the fervent hope expressed deral Judge Edward P. Murphy e would be free to start another ust trial by next March 3. The

(Continued on page 8)

TRADEWISE
on page 2

elevision Today
on page 11

B&K Optimistic; No Plans to Close Additional Theatres: Wallerstein

Special to THE DAILY

CHICAGO, Nov. 12–The Balaban and Katz circuit is optimistic about the future of motion picture theatres and has no plans to close additional ones, David Wallerstein, president, said in an interview here today.

David Wallerstein

The circuit recently announced the closing of three theatres – the Belpark, Senate and Norshore. Explaining the action Wallerstein said today: "This wasn't a panic move. If a tree bears dead branches, it is only good sense to remove the branches to save the

(Continued on page 3)

Uphold Ban on Wometco Loew's Intervention

From THE DAILY Bureau

WASHINGTON, Nov. 12.–In the second of two motion picture cases on which it acted today the Supreme Court said the New York District Court was right in refusing to permit Wometco Television and Theatre Co.

(Continued on page 10)

Chicago Ban On Film Upset

By J. A. OTTEN

WASHINGTON, Nov. 12.–The Supreme Court today, in one of two actions on motion picture cases, overturned the city of Chicago's ban on the French film, "The Game of Love."

In overturning the ban the high court cited a decision this past June in which it laid down very tight

(Continued on page 3)

Stern Named NTA West Coast P. R. Director

Alfred E. F. Stern has resigned as RKO Radio worldwide director of publicity and promotion to become West Coast director of public relations for National Telefilm Associates, it was announced yesterday by Oliver

(Continued on page 8)

REVIEW:

Sayonara

William Goetz—Warner Bros.—Technirama

SUPERLATIVE TALENTS and an obviously liberal budget have combined to provide an engrossing and visually memorable production in William Goetz's "Sayonara." Outstanding performances by Marlon Brando and his co-star, the personable newcomer, Miiko Taka, and faultless support in all departments, elevate the picture to the top category in which the year's best releases are grouped. It is sure to be widely discussed and the word-of-mouth will contribute importantly to the substantial business it is geared to do in all types of runs.

Filmed in Technirama and in color by Technicolor, the Japanese

(Continued on page 10)

Replies to Letter

Phillips Hits Rembusch on Conciliation

Declares He Contradicts Letter, Spirit of Plan

Louis Phillips, vice-president and general counsel of Paramount Pictures, declared yesterday that Trueman Rembusch of Franklin, Ind., "has contradicated the letter and spirit of the conciliation plan as expressed in Section I, which was adopted in an endeavor to dispose of such controversies amicably."

Louis Phillips

Phillips' comment was in reply to an open letter

(Continued on page 8)

Johnston Has Marcus Letter; Won't Comment on It Yet

Special to THE DAILY

WASHINGTON, Nov. 12. – The letter of Ben Marcus, head of Wisconsin Allied, asking Eric Johnston, president of the Motion Picture Association of America, to call an all-industry conference on intelligent spacing of releases, and to preside at the meeting, has been received at MPAA headquarters here.

It was stated that Johnston had not had time to consider the proposal and would not comment at this time. Traditionally and by policy, the MPAA studiously avoids involvement in trade practice problems of distributors and exhibitors.

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PERSONAL MENTION

ROBERT SHAPIRO, managing director of New York's Paramount Theatre, has left here for Houston. He'll be back in town on Monday.

•

Rodney Bush, 20th Century-Fox national exploitation director, will leave here today for the Coast.

•

Sidney Deneau, Paramount Western sales manager, is in Chicago today from New York.

•

Foster M. Blake, Universal Pictures Western sales manager, left New York yesterday for key cities between here and the Coast.

•

W. Pemberton Robinson, legal advisor to the J. Arthur Rank Organization and United Artists in Great Britain, has returned to London from New York via B.O.A.C.

•

Lawrence Weingarten and **Charles Walters**, producer and director, respectively, of M-G-M's "Don't Go Near the Water," have arrived in New York from Hollywood.

•

Stanley Kramer and **Mrs. Kramer** will return to New York tomorrow from Europe, and will leave here on Saturday for Hollywood.

•

Arthur Hornblow, Jr., producer, will arrive in New York on Friday from Hollywood.

•

Jacques Grinieff, president of U. S. Film Export Corp., will leave here today for London via B.O.A.C.

•

Morris Lefko, sales executive on Paramount's "The Ten Commandments," is in Pittsburgh today from New York, and will be in Buffalo tomorrow.

Frank Now Paramount Manager in Des Moines

G. R. Frank, who has been on sick leave from the company for several months, has been appointed Paramount Des Moines branch manager, it was announced yesterday by Sidney Deneau, Western sales manager. Frank replaces Donald R. Hicks who, as previously announced, becomes Cincinnati branch manager on Nov. 25.

Frank, who joined Paramount in 1944, has served the company in various managerial capacities. Previously he was associated with United Artists.

TRADEWISE

By ONLOOKER

UPBEAT talk that makes sense, backed by increases in theatre attendance in many sections of the country in the past few weeks, has dispelled much of the gloom that has pervaded the industry of late. The biggest danger of the crepe-hanging is the enervating effect it has on everyone exposed to it. It invites a "What's the use?" attitude, with the result that the very things which would pull the industry out of a slump fastest are often neglected, and conditions are permitted to become progressively worse. . . . Confidence and optimism, particularly when supported by sound reasoning, put transitory troubles in their right perspective and invite new determination and eventual accomplishment on all industry levels. . . . Reasserting confidence in the basic soundness of the industry and in its future in the past few days have been Barney Balaban in New York, Jerry Wald in Hollywood, Dave Wallerstein in-between-in Chicago, each a qualified spokesman for distribution, production and exhibition. Additional reasoned statements of the kind will soon be forthcoming from other industry leaders, this department learns.

CERTAINLY on the side of the optimists are the Brothers Mirisch—Harold, Walter and Marvin—who chose this time to launch their new independent production company, which will release through United Artists. A glance at what they've scheduled to deliver demonstrates that this trio is confident the motion picture has plenty of prosperous tomorrows in its future—Their first, already completed, is "Fort Massacre," Joel McCrea starred, to be followed by "Man of the West," with Gary Cooper. Billy Wilder is en route to Vienna to scout locations on "My Sister and I," Audrey Hepburn starrer for next year. "Thieves' Market" with Tony Curtis, and two Audie Murphy pictures are being prepared. . . . While others beef, the Mirisch brothers launch a new company, turn out needed product.

PARAMOUNT OFFICIALS were elated by the reception given Don Hartman's production of Eugene O'Neill's "Desire Under the Elms" at the Palace Theatre, Stamford, Conn., "sneak" late last week. The audience didn't have to have preview cards forced on it. They were in demand. Most called it excellent. None berated it. Coincidentally, the play was given its first production 33 years ago this week, at the Greenwich Village Theatre here. . . . The turnover of almost 140,000 shares of List Industries (RKO Theatres) common on the New York Stock Exchange Monday was the feature of the day in the market. A single block changed hands at $9 a share for a transaction of $1,238,400. It was bought for the company's own account from David J. Greene, one of its directors, who is a member of the Exchange. The old RKO Corp. holds the record for the largest single transaction, more than 200,000 shares, recorded when Howard Hughes several years ago offered twice the market price for tenders of the issue. . . . You must be in the industry 25 years to qualify for membership in the Picture Pioneers. The Pioneers president, Ned E. Depinet, now is a doubly qualified member. He has just marked his fiftieth anniversary in the industry. . . . Prime Minister Harold Macmillan, the Duke of Edinburgh and U.S. Ambassador John Hay Whitney are among those already lined up for appearances at the Variety Clubs International convention in London next spring. And the attendance from this side will be considerable. . . . Tradesters are wondering if the J. Arthur Rank Organization's John Davis will tell reporters at his press conference here tomorrow that he has succeeded in persuading Universal to relinquish its right to first choice of Rank productions for American distribution, in order to give the new Rank Film Distributors of America a better shake.

Pat Boone Is Fete
In Tribute at Rox

Pat Boone was given an ente
ment world tribute here last ni
more than 6,000 persons atten
one-performance premiere showi
his new 20th Century-Fox film, '
Love," at the Roxy Theatre, Pr
the showing of the film, Boon
peared on the Roxy stage to sin
eral of the songs featured in th
ture.

On hand to salute Boone
many of his friends from show
ness, representatives of Columbi
versity, where he is a student
thousands of his fans from the
politan area. The 65-member C
bia University marching band
naded the viewing throng in fr
the Roxy in advance of the sho

Teen-Agers Guests

Before theatre festivities
Boone was host at a party at
Century-Fox offices for the te
winners of the "I Want to Me
Boone" contests, sponsored by
newspapers throughout the co

Chile Wins Universa
Drive Honoring Abo

Raul Viancos, manager for U
sal International in Chile, has
first place in the October
Month drive, honoring vice-pre
and foreign general manager An
Aboaf. The drive ended Nov. 2,
most of the 40 competing overse
ritories exceeding their quota
large amounts, the company
nounced yesterday.

Second place was won by M
kode Hariharan in Indonesia an
mon Garcia in Colombia took
The Far East, under supervis
thur Doyle, was the leading di
in the inter-divisional competiti
the drive.

Motion Picture Asso
Of Phila. Elect Enge

Special to THE DAILY

PHILADELPHIA, Nov. 12.—J
Engel, of 20th Century-Fox,
elected president of Motion P
Associates of Philadelphia at th
nual meeting of the industry's ch
ble organization. Edward Adlem
New Jersey Film Messenger,
elected vice-president; Dave
Warner Bros., treasurer, and St
Kositsky, United Artists, secret

Elected to the board of dir
were Al Davis, Sam Diamond,
liam Doyle, Max Gillis, Jack G
berg, William Madden, Joseph S
fer, David Supowitz, Lester W
and Milton Young.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fo
Single copies, 10c.

PEOPLE

Silas F. Seadler, M-G-M advertis- ; manager, today will deliver a talk fore the New York Post-Graduate)spital Alumni Association at the nual dinner at the Union Club re. His topic will be "The Tran- ilizing Screen."

☐

Howard G. Minsky, Eastern sales ınager of Telemeter International, lay will address members of ied Motion Picture Theatre Own- of Maryland at their meeting in ltimore.

☐

Charles A. Moses has resigned his st as advertising-publicity director Bel-Air Productions and Lakeside ctures, Hollywood, effective Jan. 1.

☐

Mrs. Mildred Thomson, formerly h the RKO Radio exchange in De- it, has joined Clark Theatre Serv- , buying-and-booking organization that city.

☐

Rose Goldstein has joined the staff **Samuel J. Friedman,** press director special engagements of **Sam iegel's** "The Bridge on the River vai." She will work out of the lumbia Pictures Building here.

☐

Jack Hirshberg, publicist, has ned Rogers, Cowan and Jacobs, llywood public relations organiza- n, to work on film accounts.

wo Names Suggested or AA's Directorate

From THE DAILY Bureau

LOS ANGELES, Nov. 12—Sherrill rwin, of this city, and Paul Porzelt, w York investment broker, have en nominated for membership on Allied Artists board of directors, ich meets here tomorrow at the dio.

cademy Rule Clarified

HOLLYWOOD, Nov. 12—In clari- ation of the streamlining revisions Academy Awards nominating pro- dures, issued a fortnight ago, the ard of governors today announced t Academy members who belong more than one of the Academy nches may participate in the mination balloting in each category.

uterpe, Columbia Part

HOLLYWOOD, Nov. 12—Euterpe, lependent producing firm formed by m Katz and Joe Pasternak, and lumbia Pictures, which was to dis- bute Euterpe product, have ami- bly terminated the agreement en- ed into 10 months ago.

Chicago Ban on Film Upset

(*Continued from page 1*)

standards for judging something to be obscene. Thus, once again the high court indicated it would take a very narrow view of film censorship, but again refused to go all the way and rule out all prior censorship.

In May 1955, the police censor board in Chicago found "Game of Love" immoral, and Mayor Daley affirmed. The Times Film Corp., distributor of the film, went to court.

Called Not Immoral

A master of chancery found unconstitutional the Chicago ordinance requiring prior censorship of all motion pictures and banning the showing of immoral or obscene films. Even if the ordinance were okay, the master said, the film involved was not immoral or obscene.

But the district court overruled the master, upholding the ordinance and ruling the film obscene. The seventh circuit court upheld.

Appealing to the high court, the company argued that the Supreme Court in the "Miracle," "Moon Is Blue," "Pinky," and in other cases had outlawed film censorship, and that the Chicago case was no different. The city of Chicago answered that this case was different because in the earlier cases the high court had objected to the vagueness of the statutes and standards, while the Chicago ordinance was clearly drawn.

Opinion Is Brief

The high court today, in a brief, unsigned notice, said it was reversing the circuit court decision, and cited its opinion this past June in the case of Alberts versus California. In that case, the court upheld the obscenity conviction of a dealer in "dirty books." It said obscenity was not protected by the First Amendment, but went on to lay down standards as to what was to be considered obscene.

Speaking for the court in the earlier case, Justice Brennan said that an obscene work was one where the average person, applying contemporary standards, would find the dominant theme or material as a whole appealing to the prurient interest.

Lawyers said they felt that the high court was saying today this was the obscenity standard lower courts are to use in future film censorship cases, and that the city of Chicago and lower courts in the "Game of Love" case had not used these standards.

Felix J. Bilgrey, attorney for Times Film Corp., who took the case to the U. S. Supreme Court, asserted here yesterday that a third ground for censorship of films has been eliminated.

In the 'La Ronde" case, he said, the word "immorality" was ruled out. In the Burstyn appeal on "The Miracle" the word "sacrilege" was eliminated, and in this case, "The Game of Love," "obscenity" is barred as a reason for censorship.

All states, Bilgrey pointed out, have obscenity statutes and persons accused of circulating obscene books or pictures can be prosecuted after commission of an offense, but they are entitled to a jury trial. The word "obscene" is discarded as vague.

Another precedent involved, according to Bilgrey, is the fact that for the first time pictures and books and newspapers are placed on a par as far as censorship is concerned. Pre-censorship is now open to attack.

The next move for Times Film Corp. is to apply for a writ of mandamus from the Sixth Circuit Court of Appeals at Chicago.

Maritime Showmen Hit Tax Assistance Laxity

Special to THE DAILY

TORONTO, Nov. 12. — The Maritime Allied Exhibitors Association has charged the Province of New Brunswick and the City of Saint John with "gross negligence" in "ignoring the appeals of the theatre industry for assistance in the field of the provincial amusement tax." The condemnation was made at the annual meeting of the association.

A. J. Mason of Springhill, Nova Scotia, was re-elected president, along with other officers. Vice-presidents are F. Gordon Spencer, Saint John, and Bruce Yeo, Montague, PEI; the secretary and treasurer are, respectively, George Walters, Charlottetown, PEI, and Mrs. Helen Nesbitt, Edmunston.

Reopen Campbell House

CAMPBELL, O., Nov. 12. — Carl Petrella has re-opened the Bell Theatre which has been closed more than a year.

'Mine to Give' Bow Sold Out in Advance

Special to THE DAILY

OSHKOSH, Wis., Nov. 12.—The world premiere of "All Mine to Give," the RKO Picture being released by Universal-International, at the Raulf Theatre here tomorrow night has been completely sold out, Ben Marcus, president of Marcus Theatres, which operates the Raulf, has advised the company.

Pointing out that the complete sellout at $2.50 per ticket is "far beyond expectations" and a "real first" for Oshkosh, Marcus wired, in part, "Oshkosh in its long history has never seen such excitement or such a campaign."

'Nelson' Opening

Al Zimbalist's "Baby Face Nelson," a United Artists release, will have its initial regional premieres tomorrow at Loew's houses in Kansas City, Washington, Buffalo, Dayton, Akron, Harrisburg, Hartford, Providence and Coral Gables.

Arbitration Meetings To Resume December 9

All participants in the joint industry arbitration and conciliation meetings have agreed to resume discussions on December 9 at 2:30 P.M. in the Motion Picture Association board room here, the MPA announced yesterday.

Stage Producers See Telemeter Showing

Some 95 Broadway stage producers and their associates attended the demonstration of the Telemeter closed-circuit system of pay-as-you-see TV at Le Chateau of the Savoy-Plaza Hotel here last night. Barney Balaban, president of Paramount Pictures, of which company International Telemeter Corp. is a sudsidiary, and Paul Raibourn, vice-president, were among the Paramount executives present at the demonstration.

The demonstration was conducted by Paul MacNamara, Telemeter's vice-president in charge of public relations, and was arranged under the auspices of the League of New York Theatres.

Press Representatives Attend

Members of the drama press also attended the Telemeter showing, which was set by the League in order to acquaint the producers with the possibilities of pay-TV in reaching an augmented audience for Broadway's stage productions.

The demonstration audience included Gilbert Miller, Herman Shumlin, Teresa Helburn, Rita Allen, John Krinsky, Meyer Davis, Richard Myers, James F. Reilley, Maurice Evans, Viola Rubber and Harold Eskin.

Kalkhoff Is Honored At Testimonial Dinner

Special to THE DAILY

MILWAUKEE, Nov. 12.—Local labor leader and veteran motion picture projectionist Glenn C. Kalkhoff's appointment as international representative of the 60,000-member International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE) was celebrated with a testimonial dinner at the Milwaukee Athletic Club here.

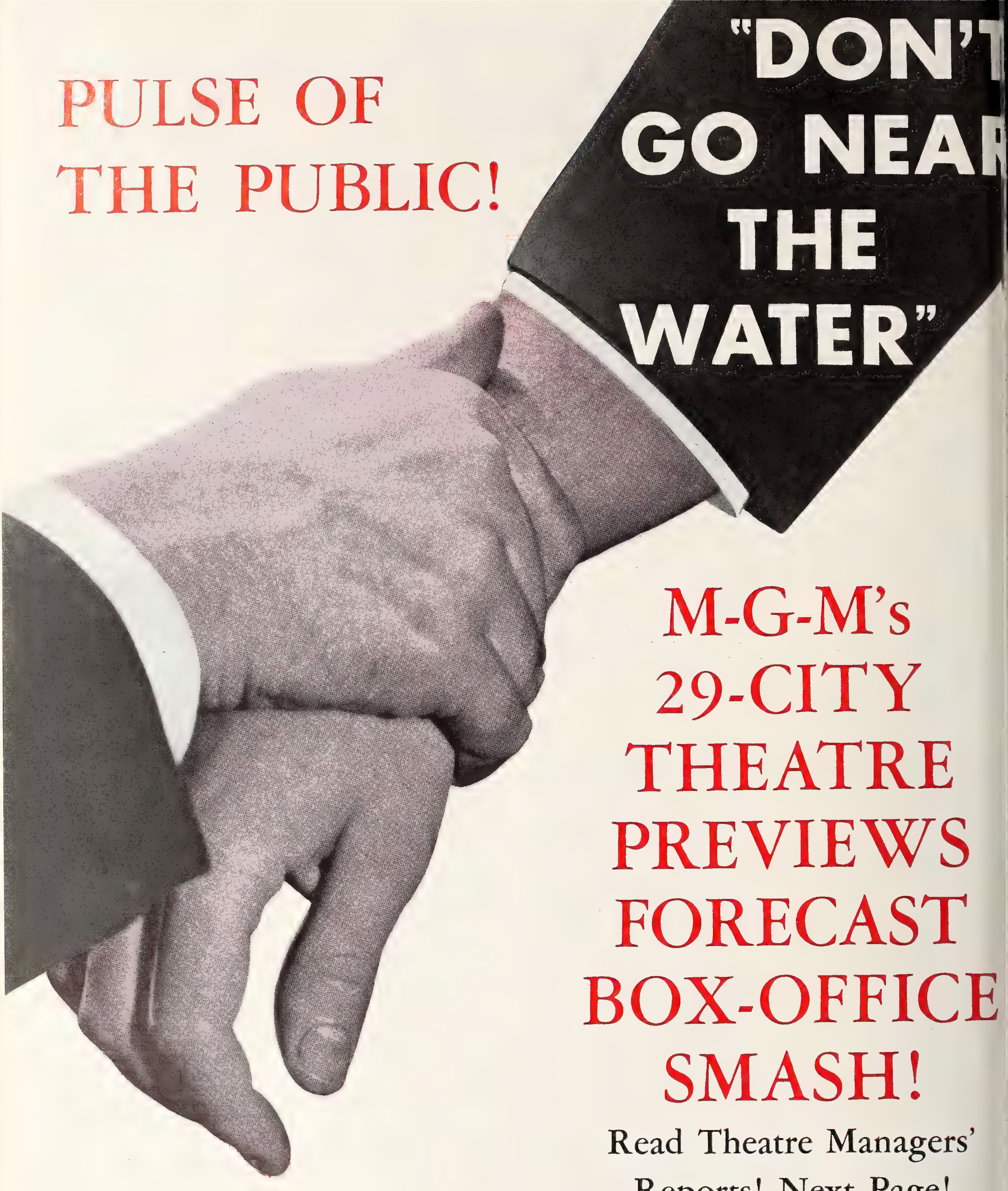
Kalkhoff, 56, has been president of the union's local 164 for 25 years. Until about six weeks ago, when he was named to the international post, Kalkhoff was a projectionist at the Warner Theatre.

Reopen Smalley Theatre

ALBANY, N. Y., Nov. 12.—Fearon Hust, a Norwich druggist, has taken over the closed Smalley Theatre in that city, and will reopen it following redecorations and improvements. He operates the pharmacy in the same building. Gordon Gypson, who was associated with Smalley Theatres, is assisting Hust in the reopening operation.

PULSE OF THE PUBLIC!

"DON'T GO NEAR THE WATER"



M-G-M's 29-CITY THEATRE PREVIEWS FORECAST BOX-OFFICE SMASH!

Read Theatre Managers' Reports! Next Page!

M-G-M presents "DON'T GO NEAR THE WATER" starring GLENN FORD · Gia Scala · Earl Holliman · Anne Francis · Keenan Wynn · Fred Clark · Eva Gabor · Russ Tamblyn · Jeff Richards · Screen Play by Dorothy Kingsley and George Wells · Based on the Novel by William Brinkley · In CinemaScope and Metrocolor · An Avon Production
Directed by Charles Walters · Produced by Lawrence Weingarten

YOU *KNOW* IT'S A HIT WHEN YOU READ THIS!

Theatre Managers' Verbatim Report of Terrific Audience Reaction!

ALBANY, Palace. *"Excellent!"*

ATLANTA, Grand. *"Nothing but raves. Funniest I ever saw."*

BUFFALO, Shea's. *"Hilarious, voted 100% excellent on cards. Greatest audience picture in years."*

CHARLOTTE, Plaza. *"Most outstanding display of spontaneous enjoyment ever seen. It's money in the bank."*

CHICAGO, Chicago. *"Excellent, cards outstanding. Great comedy."*

CINCINNATI, Albee, *"Excellent!"*

CLEVELAND, State. *"Audience in continuous uproar. Excellent—can't miss."*

DALLAS, Majestic. *"All ages laughed heartily throughout. All cards were raves. This is the sort of picture which gives top box-office."*

DENVER, Orpheum. *"Outstanding. Best reaction we've had in many years."*

DES MOINES, Des Moines. *"Excellent!"*

DETROIT, Adams. *"Excellent!"*

INDIANAPOLIS, Loew's. *"Laughs through entire film beginning to ending."*

KANSAS CITY, MO., Midland. *"Laughter throughout."*

LOS ANGELES, Studio. *"Invitational Press Preview on big sound stage of Hollywood correspondents got howls and raves."*

MEMPHIS, Palace. *"Hilarious! Should do a terrific business."*

MILWAUKEE, Riverside. *"Outstanding!"*

MINNEAPOLIS, State. *"Comment cards claimed 'Pix tops MR. ROBERTS as hilarious comedy in addition to beautiful girls'."*

NEW HAVEN, Poli. *"Sensational!"*

NEW ORLEANS, State. *"A howling success."*

NEW YORK, Lexington. *"Preview scored highest audience rating in two years."*

OKLAHOMA CITY, Midwest. *"One of the funniest and best pictures in two years. An outstanding box-office attraction."*

OMAHA, State. *"Excellent!"*

PHILADELPHIA, Tower. *"Exceptionally good. People in lobby talked about many hilarious incidents."*

PITTSBURGH, Penn. *"Terrific. Looks like mortgage lifter."*

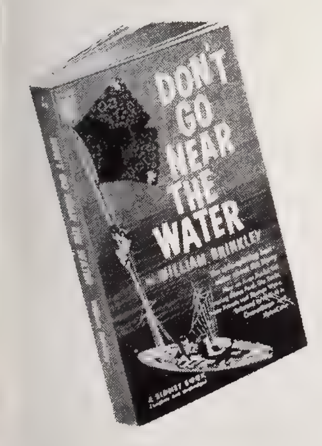
PORTLAND, Liberty. *"Terrific!"*

ST. LOUIS, MO., State. *"Terrific. Comment cards 100% rave."*

SALT LAKE CITY, Utah. *"Hilarious. Audience enthusiastic."*

SAN FRANCISCO, Warfield. *"Terrific. People stated this was better than MR. ROBERTS."*

WASHINGTON, Capitol. *"A riot. Everyone will be talking about it."*



CAMPAIGN REACHES 141,200,662 READERS

Terrific ad campaign tells the public what Theatre Managers already know about M-G-M's sure-fire comedy! Full-color, full-page ads in three big syndicated Sunday newspaper Magazine Supplements (This Week, Parade, Pictorial Review and ten independent supplements)! M-G-M's famed columns in top national magazines! Full pages in all Fan Magazines! Get ready for a happy, hilarious houseful!

"Use it everywhere! GET MORE OUT OF LIFE . . . GO OUT TO A MOVIE"

ENJOY 30% MORE S

Only *TWA* offers gia

RED SKELTON AND WIFE, GEORGIA, stretch out and enjoy the comfort of TWA's new Siesta Sleeper Seats. "So relaxing," says Mrs. Skelton. "Speaking for myself and other six-footers . . . thanks!" says Red, whose color television show is seen every Tuesday evening over CBS.

CE and COMFORT!

iesta Sleeper Seats

This is the biggest bargain in years! Flying non-stop, coast to coast, only TWA provides the generous Siesta Sleeper Seat at the regular First Class fare. When the seat is upright—so much more "living space." When adjusted to full recline—a stretch-out contour of six feet, five inches. And all added to the TWA Jetstream* Ambassador service—hors d'oeuvres, cocktails, gourmet meals. *First Class* flight at its finest!

Radar NON-STOP LOS ANGELES • Radar NON-STOP SAN FRANCISCO

Daily 9:45 AM, 12 Noon, 3:30 PM *Daily 10 AM and 1 PM*

(Daily return service available)

MAKE JETSTREAM RESERVATIONS NOW!
Call your TWA travel agent or TWA **OXford 5-6000**
Sheraton-Astor Hotel • 624 Fifth Avenue • Ten other convenient ticket offices to serve you in the Greater New York area.

FLY THE FINEST
FLY TWA
TRANS WORLD AIRLINES

** Jetstream is a service mark owned exclusively by TWA. All flights equipped with synchrophased propellers.*

Hear Goldwyn On Thursday

(*Continued from page* 1)

Goldwyn suit filed here May 16, 1950, and finally getting to trial last July 10 has dragged this far without Goldwyn's having a chance to occupy the witness stand. However he is expected to testify Thursday as the concluding witness called by his chief trial counsel Joseph L. Alioto. After that, defense counsel Arthur B. Dunne will start putting on his case.

Today's witness was James A. Mulvey, president of Samuel Goldwyn Productions, Inc., who was cross-examined by Dunne. Mulvey reiterated his previous testimony under direct examination by Alioto that "as long as the market is open a picture will find its own level and that is all we ask."

In his reference to another anti-trust suit he hoped to see started by next March 3 Judge Murphy obviously was referring to the monopoly suit long on file by Goldwyn against the United California Theatres, Inc., and a suit which contains almost identical charges Goldwyn now is pressing against the present defendant.

Stern Named

(*Continued from page* 1)

A. Unger, president. The change is effective immediately.

Stern joined RKO Radio at the beginning of 1946, following five years of service in the Army. He was made head of the publicity department four years ago, after working in both the foreign and domestic departments. For two years he was trade press contact. Prior to the war, Stern worked as reporter and editor on several newspapers in Massachusetts.

Stern will remain in the east for a short while for orientation. His duties at RKO will be assumed by Ben Grimm, RKO advertising manager for many years. Fred Lutkin has also been made Grimm's associate. Lutkin has been business manager in charge of cooperative advertising.

Nicholson Drive Set

HOLLYWOOD, Nov. 12. – Leon P. Blender, general sales manager of American International Pictures, today announced that the James Nicholson Third Anniversary Drive will start Friday and will run for 13 weeks. Campaign plans provide for prizes to exhibitors as well as to branches.

Lester Fischer, 42

MILWAUKEE, Nov. 12.—Lester F. Fischer, 42, a former theatre manager here, died recently at St. Luke's Hospital. He had been associated with his father, the late Bert K. Fischer, in managing the Alamo, Mozart, Pearl and Lincoln Theatres until they sold their interests ten years ago. His wife survives.

Phillips Hits Rembusch on Conciliatio

(*Continued from page* 1)

by Rembusch to the National Conciliation Committee in which he asserted that he had sought "unsuccessfully to conciliate grievances with Paramount."

Phillips adds: "The very issues that Rembusch raises in his request for conciliation are those involved in the litigation now pending between him and the motion picture companies, as well as in the suit brought by Paramount against his company arising out of his innovation which permitted the public to see 'The Ten Commandments' on a pay-what-you-choose' policy.

'Trying to Build a Record'

"So that the trade generally will understand that Rembusch is not asking conciliation in good faith, but trying to build a record for himself with an eye perhaps to the courtroom, and since Rembusch has gone to the trade press with his controversy, we deem it appropriate to let the trade know the whole story rather than the one-sided version of it Rembusch has put forth."

In his statement to the trade press Rembusch charged Paramount had refused to solicit Syndicate Pictures, Inc., of which he is secretary-treasurer, on a local basis; that he had to travel to Sidney Deneau's New York office to be offered Paramount Pictures; that prices and terms demanded on August 19, 1957, for "The Ten Commandments" for Franklin and Batesville, Ind., were out of line.

Suggested a Meeting, He Says

Phillips said, that in his letter of October 23 he "suggested" a meeting in New York with Rembusch, Joseph P. Finneran, president of the circuit, and himself in order to reach a "satisfactory conclusion."

"What I had in mind," he wrote, "was to invite you and Finneran to visit with us here in New York to see if we could resolve our present difficulties. If we were successful, then certainly our future negotiations would have been continued at the local branch level."

"It was obvious," Phillips continued in his letter, "that for the past many months when either DeTamble (Paramount exchange manager in Indianapolis) or Gellman personally called on Finneran he presented with a 'take or leave it' propos To have DeTamble or Gellman tinue to personally solicit Finr on the same basis as in the would certainly have been a plete waste of time.

Proposes Simple Procedure

"In the event Finneran or self are interested in negotiatin Paramount product, I would su you contact DeTamble or Gel either by phone or in person. them your quotation on any pi or pictures you may be intereste playing in any theatre or theatr the Syndicate Circuit. They will sequently advise you whether o we consider your offer fair and table. If it is, the contracts wi prepared accordingly.

"You know that we do not be there is any merit in your a against us, nor do we believe you treated or dealt with us in faith in handling 'The Ten Comm ments'."

Yates Claims Funds Lacking

(*Continued from page* 1)

contract, "in the best interests of Republic and its stockholders." Essex is a Delaware corporation headed by Joseph Harris.

Prior to the closing of the proposed deal, Essex had, so the Yates' answer states, represented to Yates "that it had the necessary funds with which to make the payments referred to be made by and under such contract"; "that it was not acquiring said shares with a view to making any distribution or resale thereof but for investment"; "that it would use its best efforts as a stockholder to cause Republic and Republic's subsidiaries to conduct their business in the best interests of Republic and its stockholders"; and "that it would use its best efforts as a stockholder of Republic to cause the engagement by Republic of the services of one Sol Schwartz, an individual with extensive experience in the motion picture industry."

'Schwartz' Unidentified

The complaint did not otherwise identify "Schwartz." Efforts to reach Sol A. Schwartz, president of RKO Theatres, for questioning were unsuccessful late yesterday.

Prior to the closing of the contract, however, Yates obtained information which revealed, so the answer states, that Essex had "entered into the contract with the intent to defraud."

According to Yates' answer, Essex planned to use its newly purchased stock to "control and dominate" Republic. "Pursuant to that plan, and prior to the date set in said contract for the closing, Essex Universal entered into negotiations with a third party for an agreement whereby the third party would lend or pay money to Essex Universal to enable Essex Universal to pay all or part of the purchase price for said shares of stock and whereby Essex Universal would agree, in consideration therefor, to cause Republic to sell or license motion pictures produced by Republic to such third party at prices much less than could be obtained therefor from others pursuant to arms length bargaining," the answer states.

The answer also charges that Essex intended to cause Republic to buy assets from it and companies owned or affiliated with Essex "at prices greatly in excess of the value of the properties being sold, thereby enabling Essex Universal to acquire monies sufficient to pay all or part of the purchase price for said shares of stock."

Fears for Subsidiaries

Essex also planned, according to Yates' answer, to cause Republic to sell its New York and New Jersey film laboratories and also the properties of Consolidated Molded Products, a wholly owned subsidiary of Republic, at prices "far below their true value in order to provide Republic with monies with which to buy the assets of Essex and companies owned or affiliated with it."

The answer concludes thusly: "If Essex Universal had acquired said shares of stock it would utilize them to control and dominate Republic contrary to the latter's best interests and in violation of the fiduciary duty which would be owed by the plaintiff to Republic. By reason of the foregoing, the defendant (Yates) was under a duty imposed by law no sell said stock to the plaintiff."

Yates also claims he has susta damages of $106,120 because of sex's complaint. He is asking f judgment dismissing the comp and awarding him the alleged d ages plus interest thereon from tember 18, 1957, the date which been selected for finalizing the c

Finds TV Presents Censorship Problem

Special to THE DAILY

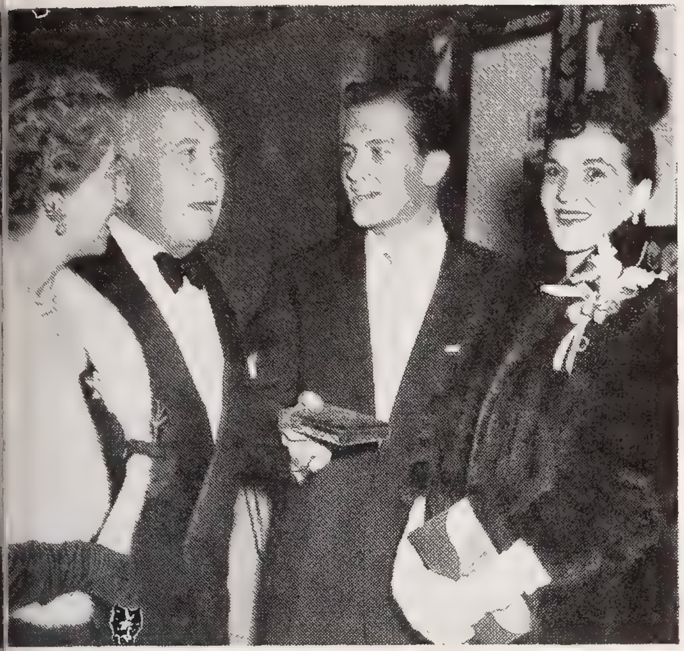
TORONTO, Nov. 12—O. J. Si thorne, chairman of the On Board of Censors, wants a Fe film censorship board that would ulate and censor all films to be sl commercially. At the present censorship boards are establishe all of the provinces, except foundland and Prince Edward Is

Silverthorne, expressing his to a local newspaper, said he being blunt about the matter be TV presents a censorship pro "that must be faced sooner or l He questioned the value of h "one of the best Theatres Acts o continent in this province, app conscientiously and carefully t films shown in theatres, and then television stations able to show film without coming near us."

Until 18 months ago, the CB Toronto took their films to the ce board for approval. They no lo do so "because I guess they k they don't have to," said Silverth He added that he hadn't seen films on TV that should have censored, "but there is always chance."

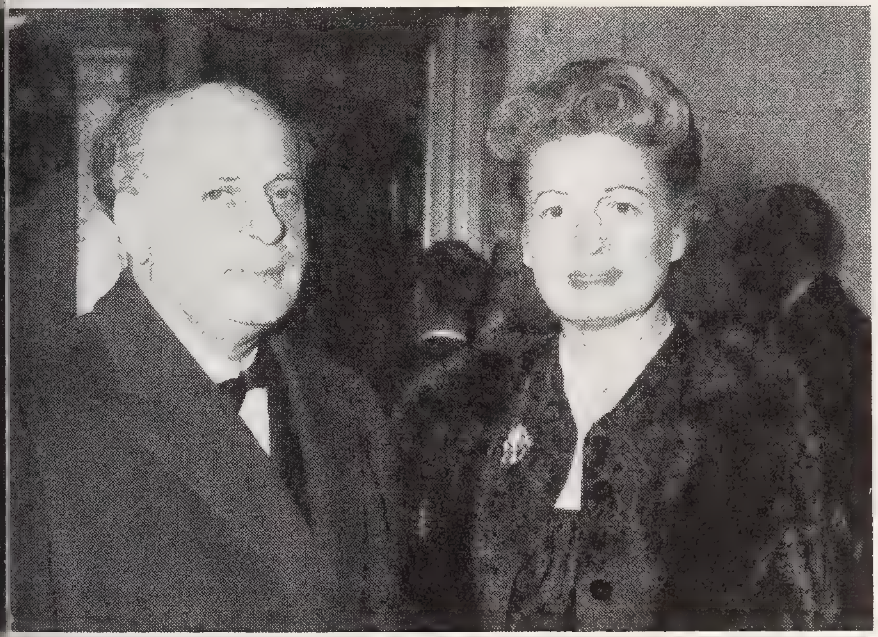
Silverthorne thinks the Theatre quite "dictatorial," but said "if wisely, it allows us to do our jo a flexible way that protects taste and eliminates those things offend."

at Boone Tribute Heralds "April Love"



s P. Skouras, 20th-Fox president, and Mrs. Skouras meet nd Mrs. Pat Boone at the gala entertainment world e to the young singer held last evening at the Roxy re. Joining the celebration were ABC-TV, Chevrolet, al Artists Corp., Dot Records and Columbia University.

Watching Pat's thousands of fans enter the theatre for the premiere of the popular entertainer's latest starring production are, left to right: 20th-Fox Eastern Division Sales Manager Martin Moskowitz and Mrs. Moskowitz; Arthur O'Connell, one of Pat's co-stars in "April Love"; beautiful Joan Collins, star of "Stopover Tokyo," and 20th-Fox Sales Manager Alex Harrison and Mrs. Harrison.



ay Silverstone, 20th-Fox International president, and Mrs. Silverstone e for the exciting evening's entertainment, spotlighting the one-perform- world premiere of Pat's latest 20th-Fox CinemaScope-DeLuxe color ction, "April Love."

Pat appears on stage to sing "April Love," which has already hit the million mark in disk sales. The 65-man Columbia University band joined in the tribute to their fellow student by giving a performance in the theatre.

ngs of autograph-seeking youngsters ped Pat to get his prized signature. The t of the David Weisbart production, di- d by Henry Levin, brought delighted ause from the audience.

Roxy Theatre Managing Director Robert C. Rothafel greets charming young singer Anna Maria Alberghetti, who is currently appearing at the Empire Room of the Waldorf-Astoria.

Robert Wagner, who stars in "Stopover Tokyo" with Joan Collins, joins the McGuire Sisters, whose recording of the title song from Jerry Wald's "Kiss Them for Me" is high on the juke box popularity polls.

Believes Toll-TV Would Aid Theatres

Special to THE DAILY

MILWAUKEE, Nov. 12. – William (Billy) Pierce, manager of the Savoy Theatre here for the past 20 years, believes that if toll-TV comes to this city the public will return in large numbers to theatres.

Speaking before the November meeting of the Better Films Council of Milwaukee County, Pierce said "I don't think toll-TV will go over here. People won't want to pay the price."

The subject of his talk was "Booking for the Independent Theatres." Detailing the procedure in the booking system, Pierce explained the runs from first-run downtown to the 63 day house, of which there are now seven theatres in Milwaukee. He said there are now 51 theatres in Milwaukee, including five drive-ins. At one time there were 65 theatres in this area.

Uphold Ban

(*Continued from page* 1)

to intervene when Loew's requested permission to acquire a new theatre in Miami Beach.

In the case Wometco was asking the Supreme Court to overturn Judge Palmieri's decision denying it permission to intervene against the Loew's application to build a theatre on Collins Avenue in North Miami Beach. The Justice Department had endorsed the Loew's application, declaring the new theatre would not restrain competition. Wometco said the Justice Department was failing to protect the public and independent exhibitors in this and other requests by divorced circuits for new theatre acquisitions.

Justice said it did evaluate complaints of competing exhibitors. In any event, it argued, private parties cannot be permitted to intervene in government anti-trust proceedings.

The high court agreed, and affirmed the lower court action. There was no detailed opinion of order.

Rogers Hospital Offers X-Rays to TOA-TESMA

Delegates to the joint trade show and conventions of the Theatre Owners of America and the Theatre Equipment and Supply Manufacturers Association at Miami Beach Nov. 18 to 23 will be given the opportunity to have a chest x-ray survey. Arrangements were announced yesterday by the Will Rogers Memorial Hospital and Research Laboratories and the National Tuberculosis Association's Dade County (Fla.) division.

The x-ray program will be a test run for the national program to be conducted early in 1958. In the convention survey a mobile unit operated by the Dade County group will be stationed near the entrance to the trade show at Hotel Americana. No charge will be made for the x-rays.

Meanwhile a committee consisting of Harry Goldberg, Ernest Emerling and Dr. Edgar Mayer has been exploring the possibility of conducting a national health program in cooperation with the national tuberculosis group. Plans call for a mass x-ray survey in the amusement industry in the 32 exchanges cities.

Sayonara

(CONTINUED FROM PAGE 1)

locales, sets and costumes are among the most impressive of this rich production's numerous assets. The story provides frequent opportunity for the introduction of Japanese theatrical production numbers, all of which add to the exotic and colorful atmosphere in which the main story line–the perennially popular "Madame Butterfly" theme–is presented.

The Paul Osborn screen play, based on the James A. Michener novel of the same title, puts emphasis on the romantic attachments of American service men based in the Orient and the problems created for some of them by the early postwar prohibition against the admission of Japanese war brides to America. Joshua Logan has directed in a masterful manner, helping to endow his central romances with a credibility which should increase understanding of their kind among both Occidental and Oriental audiences.

BRANDO PLAYS a young American Air Force officer, a West Point man, son of a regular Army general, a Virginian, and as a Korean "ace," something of an Air Force hero throughout the Far East. More, he is engaged to the daughter of the general in command of the Kobe area, where he is sent for rest as the picture opens. Accompanying him from Korea is Red Buttons, as an airman engaged to a Japanese girl.

Brando endeavors to talk Buttons out of the marriage, pointing out the complications and future uncertainties which it will entail, but to no avail. He ends up by agreeing to be best man at the airman's marriage to the charming young Japanese, Miyoshi Umeki.

In Kobe, Brando finds his fiancee, played by Patricia Owens, and her mother, Martha Scott, at headquarters for a surprise visit. A warm reunion is followed bv a gradual cooling of their romance, brought about by the girl's desire for a home with roots, Brando's for an unsettled career in the service. On his own one night, Brando attends a performance of the Matsubayashi Girls, young women trained for years in dancing and singing and dedicated for life to entertainment careers. He sees Miiko and, overcoming numerous obstacles, succeeds in arranging a rendezvous at the Japanese home of Buttons and his bride. Brando and the entertainer are caught up in a fervid romance which eventually comes to the attention of military authorities.

BUTTONS' HOUSE is declared off-limits to all military personnel, Buttons included, and at the same time he is notified of his transfer to the States, with regulations preventing the bride from accompanying him. Rather than face the impending separation, the couple die in a suicide pact.

Miiko is transferred to a Matsubayashi troupe in Tokyo where Brando eventually finds her and proposes marriage. She accepts him, Brando having learned that the law prohibiting Japanese brides of service men from entering the States is soon to be changed.

In the background there is a suggestion, never resolved nor defined, that Brando's ex-fiancee, Miss Owens, is being wooed by Ricardo Montalban, who plays a prominent figure in the Japanese theatre. Because of the vagueness of their association their romance, if such it is intended to be, lacks significance.

Irving Berlin has contributed a title song, "Sayonara," which means "good-bye" in Japanese, and other music is by Franz Waxman. LeRoy Prinz supervised a lavish revue number featuring coterie of Matsubayashi Girls. Notable in supporting roles, in addition to those already mentioned, are James Garner, as a Marine captain and Kobe companion to Brando; Kent Smith as the general in charge at Kobe; Douglas Watson, as a martinet colonel, determined to see that all regulations are enforced; Reiko Kuba, as a Japanese entertainer and friend of Garner, and Soo Yong, as another Japanese entertainer.

Apart from its drama, the film provides an absorbing glimpse of American service men in the Far East and of Japanese customs, culture and atmosphere. This reviewer felt that it might be improved by judicious cutting here and there, but it should be said that despite its length it is not wearying.

Running time, 147 minutes. Adult classification. Release, in December.

SHERWIN KANE

B&K Looks

(*Continued from page* 1

tree. When a neighborhood and circumstances don't warra tinued operation, logic requir ing a theatre involved."

The circuit head then poin that his company has refu many theatres over the past fiv installing new marquees anc as well as sound and projectio ment. In the few instances v theatre has been closed, one other houses in the same local continued in operation, he ol

Sees Business Improvin

Commenting on business tions, Wallerstein said: "Let's Business has been better. Bu means that we have to go work for it and make ever toward seeing what can be improve the situation."

From the time plans we nounced for the Golden Jubile bration, B&K took an active seeking cooperation from eve sible source. At the presen tangible proof of cooperati stemmed from newspaper adv and stories. According to Wal B&K intends to continue a for a revitalizing approach wh sell pictures. They are now s added media such as radio, te and community newspapers.

Managers Cooperating

Also, managers are being aged to continue and intensi grams dealing with communi ects, thus serving to arouse c terest and increased attendan

Expressing the hope that wood will provide an even pictures, Wallerstein stated, " not going to confine our ef selling only big pictures, bu films as well. Actually, we had enough product. Too mar tres have been playing pictu and date. Besides that, people coming more selective. Widen terest in motion pictures ge not in blockbusters only, is t positive approach to business ing."

Nine Pa. Township Approve Sunday Fil

Special to THE DAILY

PHILADELPHIA, Nov. 12 Pennsylvania municipalities, it reported, voted approval of movies for the first time at last elections. Those voting approv Gratz, Carlisle, Jersey Shore, F augh Township, Mount Wold ship, Kelly Township, Upper gie Township, North Whitehall ship, and South Heidelberg ship.

The voters ended a two-yea in South Heidelberg Towns which the operators of the Spring Drive-In there were a 74 times and paid $4,794 in fi costs for Sunday showings in vi of the Pennsylvania Blue Laws

elevision Today

ails TV Producers or Code Adherence

Special to THE DAILY

S ANGELES, Nov. 12—Harold llows, president of the National ation of Radio and Television casters, today hailed the affilia- of TV film producers to the B Television Code as an alle- which will benefit the public inging about a "better under- ng by both an essential industry ply and the industry of perform-

ows spoke at a joint meeting NARTB Television Code Re- Board and the Alliance of Tele- Film Producers. Alliance mem- arlier this year became affiliate bers to the Television Code. he meeting, which was attended ier film producers, Fellows took f the fact that two other recent ons as affiliate film subscribers BS Television Film Sales and Television Films.

Tells of PCA Cooperation

ows pointed out that the Tele- Code, "so far as the document is concerned, relates closely to f the motion picture industry, n fact, ours was written after and helpful conferences with s authorities of the motion pic- ndustry, and particularly those irect the Production Code." But l the two Codes differ principal- "method of administration and l and participation."

e administration of the Code the station and network level; ordination of that administra- at the level of the Television Review Board. This system, one considers the dynamic of television and its phenom- growth over a short period of has worked remarkably well," d.

A Changes Sales cutive Line-up

major staff promotions and re- ment of a key sales executive nnounced yesterday by Michael lerman, executive vice-president evision Programs of America. lter Plant, recently named vice- ent for the Central Division, has reassigned to Los Angeles, he will succeed Bruce Eells e-president in charge of the rn Division. Arthur Spirt has promoted to the position of ger of the Central Division, with uarters in Chicago. Stanley has been promoted to the new- ated position of national director tion sales.

A will hold a national sales ng here the week of Nov. 18.

Sept. TV Production Highest for 1957

From THE DAILY Bureau

WASHINGTON, Nov. 12.—Television set production in September was the highest for 1957, according to the Electronics Industries Association.

It said September output was the highest for any of the past 21 months except September 1956. TV set production this September was put at 832,631 sets, compared with 673,734 sets in August and 894,211 sets in September last year.

Production for the first nine months of 1957 totalled 4,589,164 TV sets, compared with 5,259,271 in the like 1956 period, EIA reported.

NTA Plans London Office For Sales, Production

National Telefilm Associates, Inc., which is jointly owned by NTA and 20th Century-Fox, has formed a British corporation to be known as National TeleFilm Associates (U.K.), Ltd. The new unit will have headquarters in London with Vernon Burns, long active in European television and theatrical fields, in charge.

Oliver A. Unger, NTA president, says the filmed programs now being supplied in this country will be made available in Great Britain and Europe and the firm will engage in production and co-production abroad.

One Man's TViews

By Pinky Herman

NBC will hold a press preview tomorrow afternoon of its latest "Project 20" film titled "The Innocent Years," at the Theodore Roosevelt House in honor of "Teddy's" Centennial. The telefilm features the only motion pictures ever taken of the great American writer, Samuel Clemens (Mark Twain). . . . The Howard Berks (He's Harry Feeney's Asst. at CBS-TV Press) are now three. Baby Celia made her debut last week at the Beth Israel Hospital in New York. . . . In order to take advantage of the terrific sales potential offered by TV for his product, which is strictly a "sound" item (records) prexy Cy Leslie of Pickwick Sales Corp. is now filming recording sessions at his Cricket (Kidisks) and Design Labels for distribution (gratis) to TV stations for use in conjunction with the spinning of his records. . . . Turkey's unofficial music ambassador, youthful Erdogen Capli (pronounced Chapley) presented a concert Saturday at the International House to help celebrate that organization's 21st anniversary and the assembled dignitaries from Washington and other world capitals accorded the talented pianist an ovation. Capli, who matches his mastery of the piano with his technique on the violin, is head of music at Ankara Radio and is currently giving a series of American concerts under the management of Mort Fleischmann, former NBC producer. . . . The unusually effective animated title credits and montage effects seen throughout the Paramount flicker, "Mr. Rock 'N' Roll," starring Alan Freed, were created and filmed by K & W Film Service in New York.

☆ ☆ ☆

This pillar has often tossed bouquets at Bill Harrington, the talented singer-composer-pianist, who won the Arthur Godfrey "Talent CBScout" program Monday. In his career, Bill has been up (he was featured vocalist on the "Hit Parade" before it went into TV) and down (literally sang for his supper at honky-tonks) and never did it change his outlook, dim his faith in himself nor affect his disposition. Kipling had an apt phrase for such a man—in his "if you can meet with triumph and disaster and treat those two impostors just the same." So Arthur Godfrey has given Bill the chance to again prove his talents and we say, "Go to it Bill, you can do it." . . . Art Baker's "You Asked For It," is rounding out its fifth ABConsecutive year on that channel and in the same time slot (Sundays at 7:15 P.M.) and for the same sponsor, Skippy Peanut Butter. . . . Luscious Margia (M-a-r-g-i-a) Dean, who is co-starred with Scott Brady in 20th Century-Fox' "Ambush At Cimarron Pass," is in Gotham for a look-see at the Broadway shows and a couple of TV guestints. . . .

Bill Harrington

National Pre-Selling

"SEVENTEEN" will send one of its readers to Hollywood, with her mother, as a prize for winning the "Readers' Award for Picture of the Year for 1957." A full page will be devoted to explaining the contest in the December issue.

The 12 Picture of the Month choices on which readers will vote are: "Hollywood or Bust," "The Rainmaker," "The Barretts of Wimpole Street," "Funny Face," "The Spirit of St. Louis," "Silk Stockings," "Bernardine," "The Pajama Game," "The Pride and the Passion," "Perri," "Les Girls," and "Sayonara." This competition is part of "Seventeen's" plan in stepping up their promotional services to the motion picture industry.

•

"Life," in the November 11 issue, has devoted a spread to the present fad for horror films. The main audience is made up of teen-agers who find the gruesome goings-on thrilling. Reproductions of advertising posters on "The She Creature" and "The Beast with 1,000,000 Eyes" and production photos of "I Was a Teenage Werewolf" and "Invasion of the Saucer Men" help make up the pictorial phase of the article.

"Life" says, "Coming soon in 'War of the Satellites' will be the ultimate in scientific monsters, a creature inspired by Einstein's relativity theory, who has traded his mass energy and becomes as disembodied as an old-fashioned ghost."

•

"Les Girls," now playing at Radio City Music Hall, is advertised on the table of contents page of "McCall's" November issue.

•

Martha Hyer, star of "My Man Godfrey," will be the cover girl on "Family Weekly's" full cover of November 17. Peer Oppenheimer has written an interesting profile of this new star for the same issue. The article is illustrated by a production photo taken on the "Godfrey" set that spotlights Martha Hyer's co-stars, June Allyson and David Niven. in the film.

•

"The incredible sense of motion and participation, which only Cinerama produces, is almost overwhelming in the sequences in which the camera is loaded on a rubber raft which shoots the rapids of the Indian River." This is Florence Somers' reaction to the river scenes in "Search for Paradise," as reviewed in the November issue of "Redbook." Following the river shots, there are relaxing, romantic scenes of a real paradise. The Vale of Kashmir, plus the Oriental splendor of the Coronation.

WALTER HAAS

REACHING FOR THE MOON!

In this new era of Earth satellites, reaching for the Moon is now in the realm of reality.

So, the Prize Baby will continue his efforts to conquer time, space and stratospheric costs—and reach for the moon—to deliver the kind of service that exhibition requires and receives—at down-to-earth prices.

NATIONAL Screen SERVICE
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the News
That
s News

MOTION PICTURE DAILY

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and
to the
Point

. 82, NO. 94 NEW YORK, U.S.A., THURSDAY, NOVEMBER 14, 1957 TEN CENTS

ct New Directors

llied Artists 7 Gains Told ockholders

win, Porzelt Named Board; Dividend Set

From THE DAILY Bureau

OLLYWOOD, Nov. 13 — Allied ts stockholders, at their annual ing, today elected Sherrill Cor- and Paul Porzelt to membership he board, along with G. Ralph ton, Steve Broidy, George D. ows, W. Ray Johnston, Edward ey, Herman Rifkin and Norton Ritchey. Following the meet- the board met and reelected all ent company officers.

urrows, executive vice-president

(Continued on page 6)

rner, Rhoden Plan e-Miracle 'Miracle'

Special to THE DAILY

OLLYWOOD, Nov. 13.—Warner hers Pictures and National Thea- Inc., have reached an agreement ilming a series of roadshow pro- ions in the Cine-Miracle process. first of these will be Max Rein- t's play, "The Miracle."

ine-Miracle uses a three-strip

(Continued on page 2)

S 9-Month Earnings ow Big Gain: Paley

he consolidated net income of mbia Broadcasting System, Inc. $13,898,171 for the first nine ths of 1957 and compares with 68,073 as reported for the same od of 1956, it was announced

(Continued on page 6)

elevision Today Page 6

'Subliminal Perception' Advertising Banned by Canadian Broadcasting

Special to THE DAILY

TORONTO, Nov. 13—"Subliminal perception" advertising has been banned by the Canadian Broadcasting Corp., chairman A. Davidson Dunton said today. Dunton didn't know whether the "secret sales pitch" had come into Canada on U.S. programs imported by the CBC or what the corporation would do about it if it did. He said the CBC would have to take another look at the situation later.

Alan Savage, TV director for Cockfield Brown advertising agency said that subliminal advertising "smacks too much of Big Brother for my liking." He expressed delight that

(Continued on page 6)

U. S. Companies Increase Films to Denmark

Exhibitors in Denmark will have twice as many American films available to them than there were formerly as the result of a decision approved here Tuesday by the board of directors of the Motion Picture Export Association. Effective immediately, the number of available films from each participating company has been increased from ten to twenty.

Promotions, Transfers At Col. International

Several promotions and transfers within the Latin American organization of Columbia Pictures International Corporation were announced yesterday by Sig Kusiel, vice-president and Latin American supervisor.

Heading the list is Paulo Fucs, named general manager of Brazil. He was formerly Sao Paulo branch manager, then sales manager of Brazil, and most recently has been acting manager. Robert Lustberg, formerly manager of Ecuador, has joined the Brazilian organization and will assist Kusiel as well.

Stephen Justus, formerly assistant to Enrique Davila, manager of Colombia, replaces Lustberg in Ecuador. William Hummel becomes assistant to Davila in Colombia.

Frank Pierce has been promoted

(Continued on page 2)

Garcia to Supervise U-I Peru, Ecuador

The assignment of Ramon Garcia, Universal-International manager for Colombia, to supervise the company's operations in Peru and Ecuador, was announced yesterday by U-I foreign general manager Americo Aboaf.

Garcia joined U-I in 1939 as manager for the Cuban branch. He was appointed U-I manager for Colombia in September 1956 when the company set up direct distribution there.

GPEC Sales, Earnings Gain for 9 Months

General Precision Equipment Corp. recorded gains in sales and earnings in the first nine months of 1957, Hermann G. Place, president, announced yesterday. Consolidated net income for the nine months ended Sept. 30, 1957, totaled $3,616,977, more than double the net income of $1,768,460

(Continued on page 2)

Open Market Lacking, Says Mulvey on Stand

Special to THE DAILY

SAN FRANCISCO, Nov. 13—James A. Mulvey, president of Samuel Goldwyn Productions, Inc., underwent another rigorous cross examination today by defense counsel Arthur B. Dunne in Goldwyn's anti-trust suit against National Theatres, Fox West

(Continued on page 6)

Aberdeen Theatres Open; Reach Tax Agreement

Special to THE DAILY

ABERDEEN, Wash., Nov. 13 — Local theatres are open after having been dark for two and one-half months as a protest against admission taxes.

Under the terms of an agreement reached with the City Council there will be no tax on tickets up to 30 cents, one cent on 30 to 75-cent tickets, and one per cent for every 20 cents or fraction thereof on tickets costing more than 75 cents.

May Announce Soon

Efforts Grow For National Pay-TV Fight

Organizations Would Join To Lobby Against System

By J. A. OTTEN

WASHINGTON, Nov. 13—Efforts are well under way to form a top-level committee of national organizations and individual citizens to fight toll television.

The efforts are being sparked by several national veterans organizations, including the Jewish War Veterans Committee, but will also include labor unions, business groups and other outfits which have gone on record against subscription television. Presumably theatre owner groups would also take part in the national committee.

Organization of the new group might be announced next week, ac-

(Continued on page 2)

Jerrold Electronics Set For TOA-TESMA Shows

Jerrold Electronics Corp. will have an exhibit and reports on the cable theatre operations at Bartlesville, Okla., at the TOA-TESMA tradeshow next week.

Milton J. Shapp, president; his assistant, Z. H. Garfield, and Daniel Aaron, public relations man, will be in the company's suite at the Americana Hotel to supply information on

(Continued on page 2)

NTA to Purchase Over 50% of AAP's Stock

National Telefilm Associates, Inc., has contracted to purchase more than 50 per cent of the approximately 1,639,000 common shares presently outstanding of Associated Artists Productions Corp., Ely A. Landau, chairman of the board, and Oliver A. Unger, president of NTA, announced jointly yesterday.

The Associated Artists shares are to

(Continued on page 2)

PERSONAL MENTION

JOHN MURPHY and EUGENE PICKER, Loew's Theatres vice-presidents, will leave here tomorrow for Miami.

•

STEVE EDWARDS, advertising-publicity manager for Rank Film Distributors of America, is in Boston today from New York.

•

CHARLES BOASBERG, worldwide sales head for Paramount's "The Ten Commandments," will return to New York tomorrow from Jacksonville.

•

JACK ATLAS, of the M-G-M studio publicity department, will arrive in New York from the Coast next week for a vacation.

•

MARTIN SHAPIRO, son of ROBERT SHAPIRO, managing director of the Paramount Theatre here, is engaged to marry JUDITH SALKOW of Los Angeles.

•

THOMAS E. RODGERS, vice-president of Trans-Lux Theatres, will leave here today aboard the "Queen Mary" for Europe.

Coast Labor Aids PCC

HOLLYWOOD, Nov. 13 – Carl Cooper, director of labor's executive committee in the Permanent Charities Committee campaign, reported to chairman James Stewart of the 1958 drive that 15,728 workers have contributed $433,433 to the campaign, averaging $27.56 per person.

R. T. Fjastad Dies

HOLLYWOOD, Nov. 13–Funeral arrangements are pending for Roy Trigve Fjastad, 51, Paramount studio music department head, who died this morning following a heart attack. The deceased had spent 28 years in the department, taking over as executive head in 1954. His widow, son and two grandchildren survive.

Rites for R. H. Moore

GOLDWATER, Mich., Nov. 13–Funeral services were held here for Robert H. Moore, who for 24 years was manager of the Main Theatre, a unit of the Schute circuit. Moore died unexpectedly on Sunday.

W.B., Rhoden

(*Continued from page 1*)

film, three projectors in a single projection booth and a large curved screen. Jack L. Warner and Elmer Rhoden say it blends the three sections perfectly.

Warner says his company has contemplated producing "The Miracle" for some time, but until National Theatres perfected the process he was not convinced it could be presented effectively.

Production is scheduled to start early in 1958.

Rhoden has invited a selected list of guests to witness the first demonstration of the Cine-Miracle system, which was started three years ago.

Jerrold Electronics

(*Continued from page 1*)

the specific steps required to start cable television. This will be in addition to the display booth on the exhibition floor.

The company representatives will also take part in the Thursday morning panel discussion on "Cable TV—Is It Good or Bad for Exhibition?" Philip F. Harling will be the moderator.

Herbert Barnett of General Precision Equipment Corp., Paul McNamara and Lou Novins of International Telemeter Corp. also will speak.

Zenith Corporation did not express any interest in the cable TV discussion and will not be represented. RCA is not taking any position on the subject at present.

GPEC Sales

(*Continued from page 1*)

reported for the first nine months of 1956.

The company's directors have declared a dividend of 60 cents per share on the common stock, payable Dec. 15. Net income in the latest nine months was equal, after preferred dividends, to $2.70 per share on the 1,125,810 shares of common stock outstanding at the end of the period. This compares with $1.21 per share, after preferred dividends, for the nine months ended Sept. 30, 1956, on the 1,125,380 shares then outstanding.

Consolidated net sales for the first nine months of 1957 reached $138,627,292, an increase of 26 per cent over sales of $109,703,459 for the comparable 1956 period.

Col. Meet Monday

The annual meeting of the stockholders of Columbia Pictures will be held Monday at 10 A.M. in the company's home offices. President Harry Cohn will preside.

Sees Labor Unions 'Gilding Gold' of Pay-Television

The Telemeter demonstrations held here this week for Broadway stage producers were "terribly interesting" and "highly ingenious," veteran showman Gilbert Miller said yesterday. The only thing that bothers him about pay-as-you-see TV is that "the labor unions might gild off the gold," he added.

Miller thinks the legitimate theatre would "benefit tremendously" from pay-TV and that there would be very little, if any, effect on Broadway box offices. "But what will happen to television?" he questioned.

Cinerama Productions Clears Up Its Debts

Cinerama Productions Corp. has paid its outstanding obligations of $228,000 in full, according to a letter sent to stockholders by Milo J. Sutliff, president.

The obligations were: Loan due the Marine Midland Bank, $58,000; note due Cinerama, Inc (approximately), $75,000, and amounts due the late Louis B. Mayer, $95,000.

In addition the company has exercised an option to buy back 10,000 shares of its stock from L. B. Mayer at 50 cents per share. This option would have expired Nov. 1, if not exercised. At the time the option was granted Mayer was chairman of the board.

Sutliff wrote that the company "looks forward to a confident future."

Five Special Trailers To Promote 'Farewell'

A series of five special trailers for David O. Selznick's "A Farewell to Arms," will be employed in more than 100 West Coast theatres next month as part of the comprehensive merchandising campaign being devised to launch the California roadshow engagements of the 20th Century-Fox release.

The special subjects include a music trailer with star Rock Hudson acting as narrator; an "impression" trailer emphasizing the title and the immediacy of the booking to the audience; an "advance-event" trailer showing highlight scenes; a "cross-plug" trailer for use by theatres to call attention to playdates of the films; and a regular production trailer. The trailers will be spotlighted six times daily in each theatre. A special trailer is also being planned to herald the film's world premiere at Grauman's Chinese Theatre in Los Angeles, December 18.

Efforts Grov

(*Continued from page 1*)

cording to individuals active in t effort. They asked their names n be published.

The idea of the organization is set up a group with a wide popul support basis to lobby against t TV before Congress, the FCC, a any other government agencies whi might hold hearings or study t question. It would also attempt nationwide public relations campai to mobilize public opinion against t TV proposals.

In addition to including the orga izations which are already on reco or might go on record against t TV, the new group would enlist t support of individual citizens, th giving it weight far greater than th of the various organizations. would also coordinate anti-toll-TV forts of individual organizations.

NTA to Purchase

(*Continued from page 1*)

be acquired by NTA from a sm group of stockholders represented Louis Chesler and Maxwell Goldh chairman of the board and executi vice-president, respectively, of Asso ated Artists.

For each 100 shares of Associat Artists, NTA will pay $437.50 cash, $440 in seven per cent 7-ye subordinated sinking fund debentu and 10 shares of common stock. substantially similar offer to purcha the balance of the outstanding sha is expected to be extended to all sociated Artists stockholders after t initial acquisition has been complet and various required formalities c cluded.

There are about 1,000,000 sha of NTA common stock presently o standing. In addition, NTA has o standing $4,900,000 of 6 per c subordinated sinking fund notes.

Promotions, Transfers

(*Continued from page 1*)

to manager of Panama from assista manager, Angelo Cannizzaro joini him as field trainee; Jack Jackter, f mer field representative in Guatema is now assistant to Alex Stein, ma ager of Venezuela; Juan Puertas h replaced Jackter in Guatemala. W liam Moraskie, former assistant Stein, has been named sales manag of Cuba.

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PEOPLE

W. C. Handy, writer of "St. Louis ues," "Memphis Blues" and "Beale reet Blues," will be honored on nday by the entertainment industry th a dinner at the Waldorf-Astoria. andy, known as the "Father of the ues," will celebrate his 84th birth- y on Nov. 16.

□

William Goldman, head of William ldman Theatres, Philadelphia, has en reappointed to the board of ucation of that city at a special eting of the board of common eas judges.

□

William H. Metzger, for the past e years a member of the profes- nal motion picture department at sco, Binghamton, N. Y., has been med sales service supervisor for the partment.

□

Irving Windisch, formerly on the arner Brothers publicity staff as wspaper contact, has been named ad of the New York office of Loeff d McElwaine, public relations or- nization of Beverly Hills, Calif.

□

David E. Weshner has been re- ined as producer's representative r the Fryman-ZS production of aby Face Nelson," a United Ar- ts release.

□

Franklin E. Ferguson, director of omotion for the Bailey Theatres, ew Haven, Conn., who supervised e Greater New Haven Christmas al Campaign of 1956, will again ad the sales drive for 1957.

□

Samuel J. Friedman has resigned press director for special engage- ents of Columbia's "The Bridge on e River Kwai" to return to his own fice, the National Press Agents, om which he was on leave for the olumbia assignment.

□

Chuck Rosemeyer, formerly sales- an for Republic pictures in the ortland, Ore., area, has been named anager of Seattle's Republic Pic- res office.

□

Ted Markoff of the Markoff Bros. heatres, Colchester, Conn., has been amed chairman of the Colchester oard of Education.

ell Campaign Today

The industry's institutional cam- aign subcommittee will present the roposed campaign to key exhibitor aders today at 3:30 P.M. at the tanley Warner board room here, it as announced yesterday by the IPAA.

M.P. DAILY picture

IT ALL SEEMS EASY, making pictures on location, but that's looking at it now, but looking back the fact is "The Bridge on the River Kwai" took seven months merely shooting and he first selected Ceylon and began planning in 1955, and began visiting the place in July, 1956. Sam Spiegel, host to trade reporters at a pre-screening luncheon in the Columbia home office yesterday, said although he now happily claims to be the first to bring the jungle to the audience in depth, as he put it, it was damnably difficult. Ceylon has about all the flora and fauna one could want, or not want; and for a while it had a changed native government which also was hostile. He made jungle paths, bridges, friends, and a picture which, "confidentially," is great. With him, Columbia publicity-ad manager Bob Ferguson, and vice-president Paul Lazarus, Jr., right.—F.E.S.

Paramount Wins India Suit on Infringement

Special to THE DAILY

BOMBAY, India, Nov. 13. — Paramount Films of India, subsidiary of Paramount International Films, Inc., has won an infringement suit brought against Favorite Films, an Indian distributor.

The court ruled that the Hindustani picture, "Begunah," was a copy of the Danny Kaye picture, "Knock on Wood," and ordered that the negative and the prints be turned over to Paramount.

Murphy Reassigns Five

John Murphy, vice-president of Loew's Theatres, in a reassignment of company duties, has named Kark Fasick manager of Loew's State, Boston, in addition to his duties as advertising-publicity director of Loew's Boston theatres. Fasick replaces Jack Mercer, who shifts to the Uptown, Toronto. Herman Taylor moves from the Uptown to Loew's Yonge Street, Toronto, as assistant.

Because of a desire for lesser activity and responsibility, Fred Jackson, manager of Loew's Theatre, London, Ont., will trade positions with his assistant, Hilbert Shedewitz.

Mass Dates for 'Love'

Twentieth Century-Fox' "April Love" will open in more than 180 theatres in New York, Long Island, Westchester and Rockland counties and northern parts of New Jersey's Hudson and Bergen counties November 27.

Seadler Promotes Slogan To Medical Profession

The use of the current industry slogan, "Get more out of life . . . go out to a movie," was extended to the medical profession when Si Seadler, advertising manager of M-G-M Pictures, addressed the annual dinner of the Alumni Association of Post-Graduate Hospital here last night at the Union Club.

Prescribes 'Pictures'

In a speech entitled "The Tranquilizing Screen," Seadler stressed the therapeutic values of going "out" to the movies. "One thinks of the movie theatre as a place of relaxation to recommend as a change of scene, an escape from routine. Try to recommend to your patients the tranquilizing screen, perhaps instead of tranquilizers. But at any rate, give them pictures as well as pills," the M-G-M official urged.

Century to Operate 3 Brooklyn Theatres

Century Theatres, which operates some 32 theatres in Brooklyn, Queens and Long Island, will take over management of three Brooklyn theatres, the Oceana, Sheepshead and Tuxedo, on Saturday, according to a joint announcement by Leslie R. Schwartz, president of Century, and Donald S. Rugoff, president of Rugoff & Becker.

The change in operation stems from a management agreement made in 1934 between the two companies. Rugoff & Becker will retain their interest in the theatres.

Analytical Showmanship Seen Needed

From THE DAILY Bureau

HOLLYWOOD, Nov. 13.—What the film business needs, says James H. Nicholson, president of American International Pictures, is an analytical approach to showmanship.

"We have forgotten that things and people change every year, every day, every hour," he asserted, in an interview here. "We've been wearing the wrong glasses too long."

Nicholson insists that the picture business has been "left behind in the field of showmanship by every other industry."

Asks Analysis, Not Paralysis

"Laziness during good times when the public had nothing else to do with its spare time has spoiled us for hard, smart, showmanship sell," he continued. "We stopped analysis and let paralysis set in."

It is not too late to do something about it, he declares, but says that dollars will not do it alone, "because the approach must be fresh, provocative and new, appealing to the eye, ear and imagination. It must create the desire to see—and pay at the boxoffice to see."

"Wolf cries of woe within the industry have been progressively unselling it to the public," says Nicholson, "and this has created a feeling that the film industry is having hard times and succumbing to television.

"Our merchandise is glamour and excitement," he emphasized, "but there is nothing glamorous or exciting in a form of amusement that gives the impression it's going the way of the horse and buggy.

Outlines 'First Step'

"The first step in the direction of showmanship must be taken by the producer. He must analyze, calculate and connive to put showmanship factors into production, starting with story, title and selling campaign. Then the exhibitor must add his mind and effort to improve the producer's concept. Believe me, this is possible. There has never been a picture made that some exhibitor hasn't turned into a hit or made it a bigger hit than it would normally be.

"You can't tell me there is anything wrong with this business that hard selling can't cure."

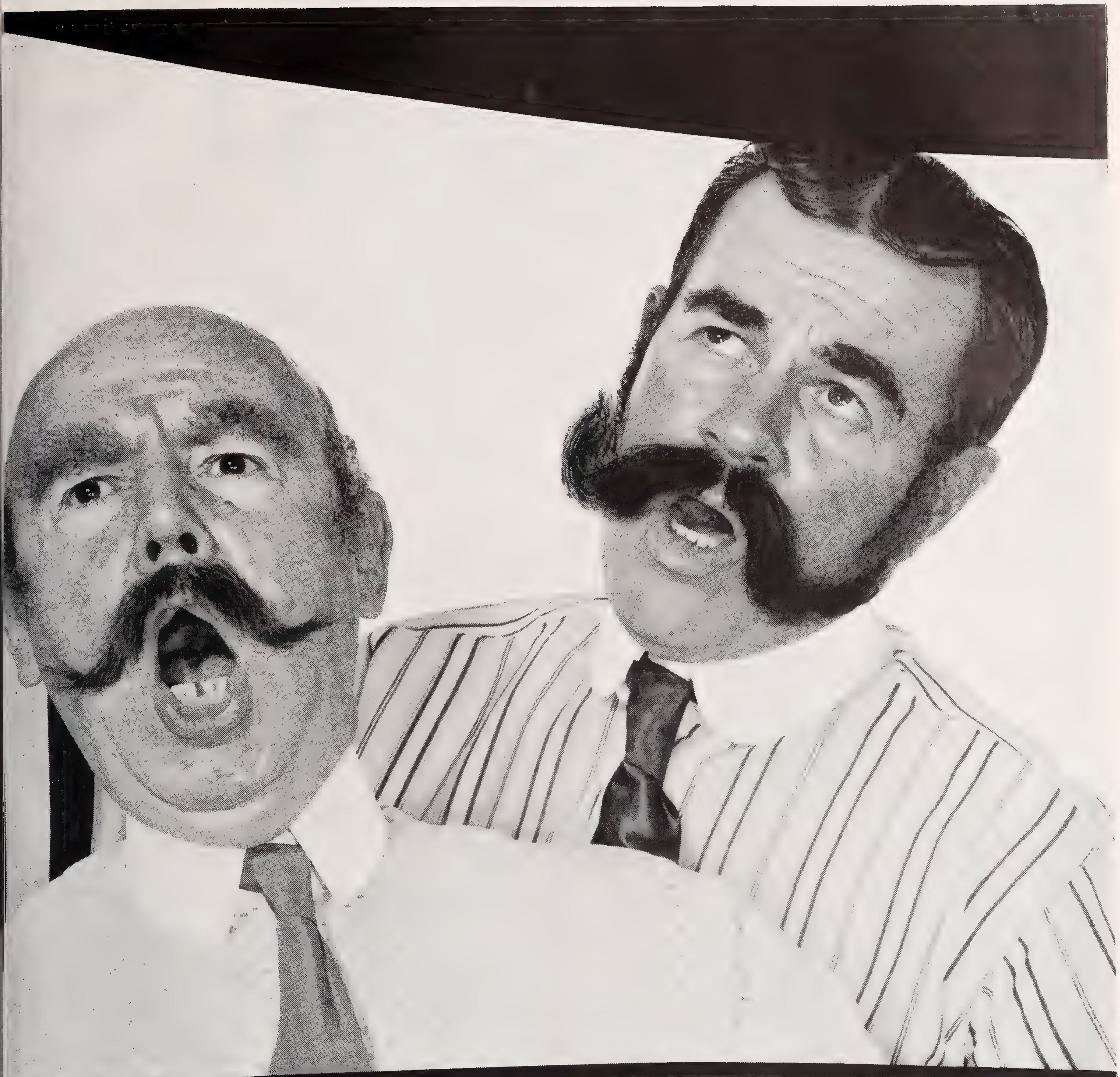
'Ten' Goal, $175,000

CHICAGO, Nov. 13 — The first week gross of the multi-theatre engagement here of Cecil B. DeMille's "The Ten Commandments" is expected, according to Paramount Pictures, to yield a boxoffice total in excess of $175,000. The theatres are the Marbro, Capitol, Portage, Riviera and Tivoli in the city, and the Paramount and State in adjacent Hammond and Gary, respectively.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.



Close harmony . . .

To achieve desired effects on the wide, wide screen requires many talents—working in close harmony! Often, entirely new ideas must be explored. In fact, many of today's most effective technics were developed just this way—through close co-operation with groups such as the Eastman Technical Service for Motion Picture Film. Offices located at strategic centers. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

REVIEW:

Old Yeller

Walt Disney—Buena Vista

Exhibitors who have been clamoring for more family-type pictures will welcome Walt Disney's latest outdoor drama, which depicts, in vivid Technicolor hues, homestead life in frontier Texas during the 1860's. An attractive cast, headed by the popular Dorothy McGuire and Fess Parker, and introducing two captivating youngsters, Tommy Kirk and Kevin Corcoran, helps to make "Old Yeller" a pleasant and often exciting entertainment, especially for younger audiences.

Old Yeller is a stray mongrel dog who becomes a welcome member of Parker's household while he is off on a cattle drive. In rapid succession, the dog is responsible for saving the lives of Miss McGuire and her two sons. Little Corcoran is the first to owe his life to Old Yeller, when the latter rescues him from the attack of an angry mother bear. His older brother, Kirk, is also indebted to the dog, when he leaps to the boy's aid in the midst of a terrifying attack by a herd of squealing pigs. Although Old Yeller is badly gored in the process, he recovers sufficiently to fight off a mad wolf who threatens Miss McGuire and a young companion.

This is the dog's last heroic deed however, for he develops hydrophobia from being bitten by the wolf and has to be destroyed by Kirk in one of the most horrible experiences of his young life. His final understanding of Old Yeller's heroic deeds brings about his transition from boyhood to young manhood.

Running time, 83 minutes. General classification. Release, in January.

Warren Harris

Allied Artists

(Continued from page 1)

and treasurer, who presided in the absence of president Broidy, still hospitalized for injuries received in an automobile accident, told the stockholders that company operations for the first quarter of the present fiscal year (quarter ending Sept. 28) resulted in a net profit before Federal income taxes of $90,800. This compares with a net loss of $100,000 for the corresponding period of the previous year.

No provision for Federal income taxes was made in the quarter ended last Sept. 28 because of the loss-carry-forward credit of approximately $775,000 which can be applied against profits of the current fiscal year.

Gross income in the quarter ended Sept. 28 of this year was $4,894,000, which compares with $4,552,000 same quarter year before.

Announcement was made that the board's executive committee, on Aug. 5, had authorized payment on Dec. 15 of a quarterly dividend of 13¾ cents on the company's 5½ per cent cumulative convertible preferred stock, to be made to stockholders of record on Dec. 3.

Editors Now Nominating

HOLLYWOOD, Nov. 13. – The awards editors of American Cinema Editors today began distributing nominations for the organization's annual citations, in eight categories, to be voted by 200 newspaper columnists and critics. Winners will be announced on Dec. 4.

Open Market Lacking

(Continued from page 1)

Coast and others. Repeatedly Dunne ridiculed the previous claim that Goldwyn pictures were discriminated against by booking pools of "pockets of monopoly." Dunne charged in his questions that little or no attempt had been made to negotiate licensing the Goldwyn films with FWC in San Francisco. Yet, Dunne pointed out, at least three of the Goldwyn films in question had first runs in Fox theatres. To which Mulvey replied:

"In spite situations we had no alternative because there was no real freedom of an open market."

Court Statement Clarified

Before Dunne returned Mulvey to the stand today it was explained to news reporters that they had erroneously interpreted Judge Murphy's remarks at the close of Tuesday's session, that he hoped to have this trial cleared away before next March 3 when another film anti-trust case goes to trial in the same tribunal and against the same defendants by Goldwyn.

Actually the defendants are the same but the plaintiffs in the new trial are Dan McLean and Lee Dibble, operators of the San Francisco Embassy Theatre in a suit filed in December, 1950, slightly more than six months after Goldwyn first filed his monopoly suit.

Also to clarify the situation, while the Embassy suit is on the Federal Court calendar for next March 3 the pre-trial examination is set for next Dec. 9 and that is the date by which Judge Murphy hopes to have the Goldwyn case completed as far as trial testimony is concerned. When a decision is handed down it is a moot question as to the date when Goldwyn will learn whether or not he has lost his marathon litigation.

In the Embassy suit the triple damages sought under anti-trust laws amount to $7,800,000.

Mulvey still was on the stand at the close of today's session and is scheduled to return tomorrow, thus giving rise to the possibility that Goldwyn himself may not appear as a witness until Monday. There are no Friday sessions.

Television Today

Who's Where

John Cooper has been named managing editor of CBS Newsfilm. Cooper has been with the company since January, 1956.

☐

Robert Newgard has joined the sales staff of Screen Gems. He will report to Stanley Dudelson, Midwest sales manager, at Screen Gem's Chicago office. He was formerly with Interstate Television.

☐

James Murakami, former animator for UPA, has been appointed animator and designer by Pintoff-Lawrence Productions, Inc.

☐

Charles Manno has been named assistant national program director of the American Broadcasting Network. Manno, whose appointment is effective Nov. 18, has been an associate staff director with the network since 1953.

☐

Joe Ryan has been appointed manager of business and trade publicity for the NBC Press Department. He joined NBC Press in September, 1955, as a staff writer.

CBS Earnings

(Continued from page 1)

yesterday at the meeting of the board of directors by William S. Paley, chairman.

The current earnings are equivalent to $1.82 per share. Earnings of $1.25 per share were reported for the first nine months of 1956. Paley said that the figures for 1956 include provision for expenses and losses attributable to the discontinuance of the CBS-Columbia division. Per share earnings are calculated on the average number of shares, 7,651,697 in 1957 and 7,490,438 in 1956, outstanding during the respective nine months' periods.

Net revenues and sales for the first nine months of 1957 totaled $275,276,269 or $18,896,422 higher than the $256,379,847 for the comparable period last year. This represents an increase of 7.4 per cent.

'Sublimina

(Continued from page 1)

the CBC had banned it as "its
plications are frightening."
A professor of psychology at
University of Toronto said he
unworried about the use of the
nique in the long run. "Pretty
firms would add the fact their
sages were of this technique to
advertising as a measure of
will," he said.

HOLLYWOOD, Nov. 13 –
dence of mounting concern over
liminal advertising is contained
memorandum on the subject prep
by the National Association of R
and Television Broadcasters.
The association states that "a
serious question is the reaction
the public to having subliminal
vertising thrust upon them. . . . T
may well be grave concern over
idea of advertising which affects
ple below their level of consc
awareness."

Not Covered by Code

The NARTB code of ethical p
tices for broadcasters does not c
subliminal advertising, althoug
sets standards for TV commercial
was suggested that the code's la
age and concepts would have to
modified to cover the developme
In another action, the board
monished against the "use of ho
for its own sake" in television.

Form TV-Radio Grou
For Campaign of FJP

An executive committee has
formed to plan the television
broadcasting industries participa
in the 40th anniversary drive of
Federation of Jewish Philanthro
Ralph Cohn, vice-president and
eral manager of Screen Gems, I
is chairman.
William J. Bratter of Marsh
Bratter, Greene, Allison and Tuc
will be associate chairman.
Those who took part in a rec
planning meeting held in Cohn's
fice were: William S. Todman, Go
son & Todman, package produ
chairman; Oliver Unger, Natio
Telefilm Associates, film distribu
chairman; Irving Cohen, broadc
ing-television attorneys chairm
Lawrence Kane, trade publicatio
Milton Krasny, agents and talent,
Stephen Elliot, film producers and
lied industries.
Members of the executive comm
tee are: Morris Novick, Henry Wh
I. S. Becker, Maurice Fleischl, M
Eleanor N. Sanger, Henry Greenfie
Nat Lefkowitz, Joseph Morris, Da
Melnick, Ben Grauer, Jerry Dan
Charles De Bare, Lawrence W. Lo
man, Robert N. Weitman, Charles
Oppenheim and Bertram Berman.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 82, NO. 95 NEW YORK, U.S.A., FRIDAY, NOVEMBER 15, 1957 TEN CENTS

)-Year Clearance

ENE Scores arly Release o Television

so Takes Stand Against oo Many' Roadshows

Special to THE DAILY

OSTON, Nov. 14. — Withholding ures from television for a period even to ten years is asked by Inendent Exhibitors, Inc., the New land Allied unit. There should be agreement between major distrib's and independent producers on point, it is stated in a resolution sed by the board of directors at its ting here yesterday.

he organization also has taken a d against "too many" roadshows. t the same session a resolution was sed urging distributors to "reap-

(Continued on page 4)

curity Pictures Plans change Rate Survey

ecurity Pictures, Inc., will make a tinuing survey during 1958 on cury arbitrage, with an idea to ining blocked funds in local film jects, Phillip Yordan, president, yesterday. Constant changes in rency regulations in "soft money

(Continued on page 2)

nk's Davis Expects any Industry Changes

Iany readjustments probably will made in the motion picture indus during the next three years, John Davis, deputy chairman and manng director of the J. Arthur Rank anization, told the trade press in interview here yesterday. Davis has

(Continued on page 6)

Television Today Page 4

Expect Equipment and Concessions Exhibits To Be Most Elaborate Yet

Special to THE DAILY

MIAMI BEACH, Nov. 14—This year's equipment and concessions exhibits in connection with the Theatre Owners of America's 10th annual convention at the Americana Hotel, here, is the most elaborate in the history of such affairs. Only last week, according to Lee E. Jones, president of the Theatre Equipment and Supply Manufacturers Association, several firms wanted to secure more space. It wasn't available.

Interest is exceptionally high, Jones says, because of the recent improvements in lenses and other projection equipment, wide screen developments, advances in sound techniques, wireless speakers and car

(Continued on page 2)

Loew's, U.A. and Titanus To Finance Goya Story

United Artists, Loew's-MGM and Titanus S. A. of Rome have agreed on a joint financing arrangement for filming a story based on the life of Goya, Spanish artist. Ava Gardner will star as the Duchess of Alba.

Goffredo Lombardo, president of Titanus, will produce the picture in the Technirama process, using Span-

(Continued on page 6)

U.A. Records Appoints Friedman Sales Head

Harold Friedman

Harold L. Friedman, veteran record industry executive, has been appointed sales director of the recently-formed United Artists Records Corp., it was announced yesterday by Max E. Youngstein, president. Friedman will develop a national distribution program for the UA music enterprise. He will work under the supervision of Alfred H. Tamarin, executive assistant to Youngstein.

Founded last month as a wholly-owned subsidiary of United Artists

(Continued on page 4)

Martin, Universal Sales Head Talks About His New Job

By FLOYD E. STONE

"Hi" Martin sits now at the big desk in Room 817 at Universal's New York home. It is a command post Charles Feldman yielded the other day to death. Martin averred in an interview this week that in the sales managership he will be continuing the Feldman concepts. With 23 rugged years bolstering him, he also feels he can say these things, strongly.

Henry Martin

About the industry: it is going to face more crises.

About the company: it has got to, and intently does, keep flexible. Conditions these days change week to week.

About his job: it is coordination of and respect for field men close to customers, capable of and encouraged to make decisions, informed and also entitled to be informed.

This information aspect is his keynote. Each Monday morning he sits with division managers and top company executives, and they discuss and decide general policy, and then in each regional instance, specific policy. This means weighing customer requests or demands and specific con-

(Continued on page 5)

In Letter to WB

Marcus Asks Clearance Cut For Milwaukee

Wants Period Changed: 28 Days to Seven or 14

Special to THE DAILY

MILWAUKEE, Nov. 14 — First run clearances should be cut from 28 days to seven or 14 days for both de luxe downtown and suburban drive-ins, Ben Marcus, Allied of Wisconsin head, asserts in a letter addressed to Jerry Weshsler, exchange manager for Warner Brothers in Milwaukee.

If Warners is not ready to make this change, he will file a conciliation case, he states, and he asks that

(Continued on page 4)

Nizer Will Speak at Vogel Pioneer Dinner

Louis Nizer, industry attorney, will be one of the principal speakers and the Rev. Everett D. Clinchy, president of the National Conference of Christians and Jews, will deliver the

(Continued on page 6)

AFM, Film Producers To Resume Talks in Jan.

Negotiations on payments to musicians by motion picture companies whose films are sold to television are expected to be resumed in late January or early February of next year, a spokesman for the American Federation of Musicians said here yesterday. It is at that time that the current union contracts come up for renewal.

The AFM executive board met with motion picture producers last August, but following that session decided to bow out of the talks and delegated James C. Petrillo, AFM president, power to continue the parley "at such times as he sees fit." Both the union and the producers are said to be seeking "certain concessions" which neither side has yielded ground on as yet.

PERSONAL MENTION

Milton R. Rackmil, president of Universal Pictures, will leave New York today for Hollywood.

•

George Weltner, vice-president of Paramount Pictures in charge of worldwide distribution, and Hugh Owen, vice-president of Paramount Film Distributing Corp., will return to New York today from Philadelphia.

•

John Davis, deputy chairman and managing director of the J. Arthur Rank Organization, and Mrs. Davis, will return to London from New York on Saturday.

•

Carl Peppercorn, vice-president in charge of sales for Continental Distributing, Inc., has left New York for visits to key cities from Coast to Coast.

•

Sidney Deneau, Paramount Western sales manager, is in Detroit from New York.

•

Nicola Schenck, daughter of Nicholas M. Schenck, has become engaged to Helmut Dantine, stage and screen actor.

•

Sol C. Siegel, producer, and George Englund, his associate, have returned to Hollywood from New York.

•

Albert E. Sindlinger, business analyst, has returned to his Ridley Park, Pa., headquarters following a trip to the Coast.

•

Pandro Berman is in Boston today from Hollywood, before coming to New York.

•

Ruth Caviston, secretary to Thomas J. McNamara, assistant treasurer of the Motion Picture Association of America, on Saturday will be married at St. Barnabas Church, Woodlawn, N. Y., to Lt. Edward J. Smith of the New York City Fire Department.

•

Rouben Mamoulian, director, has returned to Hollywood from New York.

•

Norton V. Ritchey and Edward Morey, Allied Artists vice-presidents, will return to New York over the weekend from the Coast.

Equipment and Concessions

(*Continued from page 1*)

heaters for drive-ins and similar novelties.

An added attraction that has gained importance in recent weeks is wired and toll-TV. International Telemeter, the Paramount-controlled toll-TV system that uses a coin box; Jerrold Electronic, which installed the equipment used in the Bartlesville, Okla., tests, and General Precision Equipment not only will have exhibits; they also will have top executives on hand to answer questions.

These preparations caused the TOA program arrangers to devote an entire afternoon to discussion of the subject.

The schedule of activities for both TESMA and TEDA is an elaborate one, starting this Sunday afternoon three days in advance of the TOA sessions. A mail vote of TESMA members has been taken for a new slate of officers. The results will be announced at a board meeting Sunday. Lewis is not a candidate for reelection.

The first joint TESMA-TEDA meeting will be Monday afternoon following a joint luncheon. Separate meetings of the two organizations have also been scheduled for Monday.

The National Association of Concessionaires will get its business activities under way on Wednesday.

Technicolor Net Is $591,850 in 9 Months

The consolidated net earnings of Technicolor, Inc., and its wholly owned subsidiaries, for the first nine months of 1957, after taxes, amounted to approximately $591,850, or 29 cents per share on the 2,033,904 shares of stock of Technicolor, Inc., outstanding, it was announced yesterday by Dr. Herbert T. Kalmus, president and general manager. This compares with $1,026,000 or 51 cents per share for the corresponding period of 1956.

In reporting these earnings, Kalmus said, "it was announced on July 25, 1957, that the earnings per share, after taxes on income, for the first six months of 1957, amounted to five cents per share. An operating loss of approximately six cents per share was experienced during the third quarter of this year, but this loss can be attributed to a great extent to the cost of merchandising Technicolor's vigorous diversification into the field of consumer photographic products.

"The resulting loss of one cent per share during the first nine months was offset by a non-recurring profit, after taxes, during the second quarter of this year of approximately 30 cents per share, resulting from the sale of land in Van Nuys, Calif."

Security Pictures

(*Continued from page 1*)

areas" make such a study imperative, he stated.

In conjunction with United Artists, which distributes a majority of Security films, vice-president Herbert P. Silverberg and some New York bank representatives will include Latin American countries in the survey.

The company has set up a $2,000,000 budget for 1958 production in the New York area.

Danish Team to Make Films in English

The formation of a new company, Griffin Films, Inc., headed by a Danish producing team and financed primarily by American interests to make films in English, was announced yesterday at a luncheon-interview at the Copenhagen restaurant here.

The husband-and-wife team, Astrid and Bjarne Henning-Jensen, said the first production is a comedy tentatively called "A Trip to Myself," and will star three American actors. It was written in English by the team and negotiations with a top Hollywood screenplay writer to polish the script are currently in work. The picture will be made mostly in Lapland.

Griffin Films will be financed by banking interests active in the theatre, films and television, most of which will be American money with some European. A major U. S. releasing deal is being sought with at least two companies interested, according to the team. A schedule of four features over a three-year period was announced.

The Danish couple, who produce, direct and write their own films, are well-known in Europe, although virtually none of the films have been shown here theatrically. Several have been seen on Walt Disney's television shows and on "Omnibus."

Einfeld to Hollywood

Charles Einfield, 20th-Fox vice president, will fly to Hollywood today to confer with executive producer Buddy Adler, Jerry Wald and studio publicity chief Harry Brand on promotional plans for the twin openings of Wald's "Peyton Place" on the East and West coasts in December. In addition, the conference will finalize the special advertising and publicity campaigns for the nation on the picture.

Teitel to B
New Produce

Special to THE DAILY

CHICAGO, Nov. 14.—Abe T owner of the World Playhouse, i tiring from the Chicago scene week. After 45 years as motion pi distributor, theatre owner and ducer's representative here, he plant new roots in southern fornia as a free-lance producer.

During his early years in Chi Teitel was associated with such known figues as Charles Edison, liam Fox, Carl Laemmle, Ge Kleine, Samuel Goldwyn, Mary ford, Charles Chaplin, Douglas banks and William Spoor.

Specializes in Foreign Films

For the past 31 years he was sociated with foreign films, w he introduced in the midwest. Du the Chicago World's Fair in 193 opened and operated the World house, a theatre devoted to fo language films with English subt During the 1920's Teitel ga national distinction by producin color the first Eucharistic Congre be held in Chicagoland. Recently tel started an International Film tival patron award-winning co through the cooperation of Enc paedia Britannica.

Teitel is joining the productio American films in the neo-realism documentary field with Read Productions, a Hollywood inde dent company. First of the films, tel said, deals with an Ame scientist's problems of conqu outer space. Operation of the W Playhouse has been taken over his son, Charles Teitel.

Honor Corkery Toda

WASHINGTON, Nov. 14.—R J. Corkery, vice-president of the tion Picture Export Associatio America, and director of the L American Division and Canada, be honored here tomorrow with Cruzeiro do Sol (Order of the So ern Cross), Brazil's highest civ award. The presentation will be m by his Excellency, the Brazilian bassador to the United States, A ral Peixoto, at the Brazilian Emb.

NEW YORK THEATR

—RADIO CITY MUSIC HALL—
Rockefeller Center • CI 6-4600
"DON'T GO NEAR THE WATER"
starring GLENN FORD
GIA SCALA • ANNE FRANCIS • EVA GABOR
An M-G M Picture in CINEMASCOPE and METROCOLOR
and SPECTACULAR STAGE PRESENTATION

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PEOPLE

Joseph Lee, branch manager in etroit for 20th Century-Fox and a teran of 33 years with the company d 43 years in the industry, was est of honor there this week at a ncheon tendered him by friends at e Town Pump.

□

Alan G. Nicholas, new publisher of e Pittsburgh "Sun-Telegraph," will honored by the Variety Club of at city at a luncheon to be held ov. 20 in the Penn-Sheraton Hotel.

□

Jay Russell has been named special press representative for the engement of Columbia's "The Bridge the River Kwai" at the Gary Thea-, Boston.

□

Nathan Schreiber, veteran Detroit hibitor who has been active in the ade there for more than half a ntury, is receiving congratulations ong film row on the occasion of his rd birthday.

olumbia Radio-Video ctivities Transferred

Columbia Pictures has transferred radio-television publicity and proption activities, formerly handled as separate unit, to the publicity dertment under the direction of pubity manager Hortense Schorr, it as announced by Robert S. Fergun, director of advertising, publicity d exploitation. Roger Caras will rve as radio-TV contact in the dertment.

allas House Reopens

DALLAS, Tex., Nov. 14. — Transxas Theatres opened its Spanish nguage policy at the refurbished apitol Theatre here today with a film aturing Cantinflas, the Mexican tor. The Capitol had been closed nce Oct.2, when the last Englishnguage film completed its run.

ox Dividend 40c

A quarterly cash dividend of 40 nts per share on the outstanding mmon stock of 20th Century-Fox lm Corp. has been declared payable ec. 27, 1957, to stockholders of recd at the close of business on ec. 10.

2nd St. Books 'Moor'

The second German film with Engh subtitles under the new policy of e 72nd St. Playhouse here will be ape on the Moor," which will open xt Wednesday.

Would Change Slogan to Read: 'Go Out Together to a Movie!'

By SAMUEL D. BERNS

HOLLYWOOD, Nov. 14—The industry might do well to augment its well-known slogan to read: "Get More Out Of Life—Go Out TOGETHER To A Movie!"

This suggestion comes from Gene Kelly, who forwarded this idea when he spoke as honor guest before the combined drama departments of USC and UCLA. Kelly spoke following a special preview screening of "The Happy Road," which he produced, directed and starred in as his first independent Kerry Production for M-G-M.

One of the most compelling trends in contemporary American living is the great revival of family "togetherness," Kelly asserted.

Urges 'Whole-Family' Films

"Hollywood has been strangely slow to really follow and exploit this development, however," the actor-dancer-producer-director said. "The greatest appeal of the screen is its promise of entertainment - for - the-whole-family. Few recreations or entertainments offer so much for all ages and types of people. Yet many movies are aimed frankly at limited population segments rather than at the whole family."

This was the main consideration that guided his choice of "The Happy Road" as his first independent production.

"Pictures not aimed at the whole family ignore one of the greatest social movements of the past few years, the trend toward what McCall's magazine calls 'togetherness'," Kelly said.

"The most effective advertisements play on it. Whether they want to sell peanut butter or a pleasure launch, they always show the whole family enjoying it.

Sees Potential Limited

"No audience segment is ever going to be as big or as rewarding as the whole potential audience. Start slanting a picture for any one group—teenagers, for instance—and you limit its potentials by alienating a lot of other potential patrons. Even some teenagers don't like 'teen-aged pictures'!"

Kelly was made an honorary member of the Delta Kappa Alpha national motion picture and drama fraternity which sponsored the screening. He was cited for his "many distinguished contributions to the arts of the cinema, the theatre, and the dance."

Set Ad Campaign, Dates For Whitney's 'Traveler'

C. V. Whitney's "The Missouri Traveler" will have its debut in January pre-sold by a national advertising and promotional campaign budgeted in excess of $250,000, Leo Samuels, president of Buena Vista, which is distributing the film, announced at a sales meeting here yesterday.

The picture will open January 29 in a 17-state mid- and southwest and Rocky Mountain area saturation in which almost 300 theatres will participate. The states are Missouri, Nebraska, Iowa, Kansas, Texas, Arkansas, Louisiana, Illinois, Indiana, Wisconsin, North Dakota, South Dakota, Minnesota, Alabama, Oklahoma, Nebraska and Kentucky.

Edison Foundation Mass Media Awards on Dec. 2

The Thomas Alva Edison Foundation will present its third annual national mass media awards at a dinner at the Waldorf Astoria Hotel here on Dec. 2, Charles Edison, honorary president of the Foundation, has announced.

Speakers will include Admiral Lewis L. Strauss of the Atomic Energy Commission, Charles F. Kettering, and Dr. Robert C. Clothier. Approximately 500 persons, including representatives of the motion picture, radio and television industries, will witness the presentation of the 1957 Edison Awards for films, TV and radio.

New Industry Slogan Theme of Compo's Ad

The industry's new slogan, "Get More Out of Life . . . Go Out to a Movie," is the theme of the 83rd in the series of COMPO ads in "Editor & Publisher," which will appear tomorrow. "For newspapers publishers," the ad says, "the slogan should have special significance, since anything that will persuade people to go out into the streets will benefit those retail businesses that advertise in newspapers.

'More Than Entertainment'

"It is obvious," the ad continues, in part, "that people get more than entertainment when they go to a movie theatre. They get out of their homes (no small treat for housewives); they meet friends, mingle with people, share the emotions of others in the audience. Above all, they shed, for at least part of the day, the anxieties that beset all of us in today's world. Thus they satisfy that longing for happiness and peace of mind which apparently is one of the phenomena of modern living."

The advertisement also reproduces the design of the slogan which has been adopted by the planning committee for use in all industry advertising.

WB Moves Dec. 2

Warner Bros. Pictures, will open its new headquarters on Fifth Avenue on Monday, December 2.

TENT TALK

Variety Club News

DETROIT—Annual election of the crew of Tent No. 5 for 1957-8 was held at Variety Club headquarters in the Hotel Tuller and was followed by election of officers by the new crew. Chief barker is now Bill Wetsman; first assistant barker, Bob Bothwell; second assistant barker, Fred Sweet. Bill Clark is property master, and Jack Haynes dough guy.

△

DALLAS—Edwin Tobolowsky was re-elected chief barker of Variety Club Tent 17 at a specially called session. Others who will also be officially installed in January are as follows: first assistant, Charles Weisenburg; second assistant, Harry Sachs; dough guy, Meyer Rachofsky; and property master, W. L. Marshall.

△

BALTIMORE — Baltimore Variety Club, Tent No. 19, held its annual election and voted Wilbur Brizendine, general manager of the Schwaber Theatres, as chief barker. Other new officers are Pete Prince and Herbert Schwartz, first and second assistant chief barkers, respectively; Howard Wagonheim, vice-president of the Schwaber Theatres, as property master, and Daniel Sattler the dough guy.

△

CLEVELAND—Variety Club, Tent No. 6, is sponsoring a special screen carnival at 10 A.M. in 32 Greater Cleveland neighborhood theatres on Saturday. All proceeds accruing from a 40-cent general admission, will go to Camp Ho-Mita-Koda, a children's diabetic camp located in nearby Newbury, O., which is the club's charity project for this year. Everything in connection with the 3-hour carnival is being donated.

△

WASHINGTON—Singer Kitty Kallen has been chosen by the Variety Club to receive its personality award of the year. Miss Kallen will be honored at a dinner dance to be held Nov. 30 at the Statler Hotel here. She is the ninth recipient of the club's annual award.

△

PITTSBURGH—Tent Number One, Variety Club, elected its 1958 crew at the biggest turnout in the history of the club. The crew includes Harold C. Lund, David C. Silverman, Lou Hanna, James M. Fallon, James Klingensmith, W. Ray Downey, Carl Ide, James Nash, Charles T. Carey, Harold W. Gray and Bernie Hickey.

Cooper for 'Frederick'

HOLLYWOOD, Nov. 14 — Buddy Adler today announced that Gary Cooper will star in John Agar's "Ten North Frederick," which Charles Brackett will produce.

Television Today

IENE Scores

(Continued from page 1)

praise their national advertising budget allocations" and use more regional advertising.

Edward W. Lider, president, characterized early release of films for television as "unfair competition." He said "Beachhead" and "Suddenly," released in 1954, are currently being shown on television in this area. "Beachhead," he said, was shown at some drive-ins last summer as a reissue.

Sees Patrons Misled

"Because of this practice," Lider said, "theatre patrons are led to believe that they don't have to go out to a movie. If film companies continue to release films to TV that are younger than seven to ten years, there will be many times when newer and better pictures will be seen on home screens earlier than in neighborhood theatres. We are asking for reasonable clearance over TV, whether or not the independent companies claim they have no control over their pictures after they have had their territorial release dates. The exhibitor must be protected with a TV release date clearly indicated on each contract before he buys a picture.

"Not only the independent distributors, but all film companies should be asked to tie up their contracts with their independent producers and insist on a theatre clearance of seven to ten years. Independent Exhibitors is securing a list of all the films that have been sold to TV in order to check the general release dates and urge exhibitors to pass up any picture that is not so protected."

Resolution on Roadshows

Too many road shows, the Allied unit contends, deprive exhibitors from showing the feature while the national advertising is current. A resolution on this subject named "The Ten Commandments," "A Farewell to Arms," "The Bridge on the River Kwai" and "Raintree County," but "Raintree" has been made available by Charles M. Reagan, M-G-M sales head.

Lider commented on this: "We hope it will be in general release immediately to receive the benefits of national advertising. It should be playing by Christmas."

Regional Advertising Urged

In the discussion of advertising it was contended that more regional advertising should be used. It was pointed out that TV, radio and newspaper saturation campaigns in New England should be used on average pictures. Allied Artists' campaign on "Hunchback of Notre Dame" was praised. The campaigns on "No Down Payment" and "Until They Sail" were criticized as inadequate.

Drive-in owners were urged to use the slogan "Get More Out of Life—Go to a Movie" on their marquees during the winter while the drive-ins are dark.

A big meeting for all exhibitors is scheduled Dec. 3 at the Hotel Bradford to hear Howard Minsky, eastern sales manager for International Telemeter, discuss that system. A business building session is to be held in January for leading distributors, exhibitors, equipment men and concessionaires.

'Smallest' TV Station Operates in Port Jervis

A television station which started operations this week on Channel 6 in the town of Port Jervis, N Y., lays claim to being the smallest one in the world. It has one camera, is manned and directed by one person and its local programs are watched by nearly everyone there. It is owned by the Port Jervis TV Company, Inc., and is housed in a studio that formerly was a two-car garage. The manager is Robert Shevlin who must perform some unusual tricks with only one camera available. The commercials are usually read by the sponsors themselves and more than 15 full-time sponsors have been signed since the test patterns began last week.

NBC Clinic to Brief Armed Services on TV

The "Wide Wide World" producing team will take part in an NBC TV clinic designed to brief information officers of the armed services in the techniques of television programming, it was announced by the network. The clinic will be held at NBC here today and tomorrow and will include the showing of kinescopes, demonstrations of equipment and talks on surveying, writing, directing, producing and transmitting a TV program.

From "Wide Wide World" will be executive producer Barry Wood, unit producers Herbert Sussan, John Goetz, Alan Neuman and Ted Rogers, and director Van Fox. Many NBC executives will also take part, including Robert F. Lewine, vice-president, TV network programs. Scheduled to attend are more than 40 information officers of the Army, Air Force, Navy, Marine Corps and Coast Guard.

CBS Names Fagan

Charles Fagan has been appointed assistant to the manager of program services of CBS Television, it was announced by John Hundley, manager. Fagan has been with the program service staff since 1951, and joined CBS Television in 1947.

REVIEW:

April Love

20th-Fox—CinemaScope

HERE IS A perfect example of down-to-earth family entertainment many theatres seem to want now. It's light, it's colorful, it has som laughs, some sentiment, some drama, some music. The scenery is prett the songs are pretty, the people are pretty—altogether a luscious pie of pastry. And most importantly, it has Pat Boone in his second scree appearance. The boy apparently is heading for topflight stardom an his name on the marquee is a definite lure.

He plays a city boy on probation by the police to his relatives in th country for being involved in the theft of a car. Not really a bad bo he's welcomed lovingly by his aunt but coldly by his uncle who living with the memory of his dead son. The uncle has let the far become run-down and sold his stable of trotting horses with one exce tion. Boone, an expert on cars, is frightened by the horse until he sav the animal when the latter is hopelessly caught in some vines.

His uncle is overjoyed and insists Boone learn how to drive the hor in a sulky. The boy reluctantly agrees and with the aid of a neighbo daughter becomes quite adept. The girl has fallen for Boone but h thinks of her only as a "good sport" and seems to care more for h older sister.

Of course, the boy overcomes all his problems including the realiz tion that he loves the younger girl, the winning of the races at th local fair and an involvement with the police. During the proceedin Boone and his co-star, Shirley Jones, sing several songs including th popular title tune and a pleasant ditty called "Give Me a Gentle Girl

The stars' performances fit in perfectly with the contemporary bucol atmosphere and they receive excellent support from Arthur O'Donne as the stubborn uncle. Others in the cast are Dolores Michael as th other girl, Brad Jackson as her boy friend and Jeanette Nolan as the aun

The picture has nary the hint of an honest-to-goodness villain in which is a clue to its homespun content. This, plus Pat Boone, pl some stunning scenery in color by De Luxe and CinemaScope, adds u to most pleasant entertainment for everyone.

Running time, 97 minutes. General classification. Release, in Novembe

JAY REMI

U.A. Records

(Continued from page 1)

Corp., UA Records has already waxed its first two platters.

Friedman is a former president of Record Guild of America, which he organized in 1945 to pioneer children's unbreakable plastic records. Through Harold L. Friedman Associates, he has worked with London Records, Walco Products, Seeco International, Dawn Records and Dover Publications. He has also been associated with the Pepsi-Cola Company, Waterbury Companies and Audio-Visual Recording Services.

Report Top Grosses for Columbia's 'Pal Joey'

Columbia's "Pal Joey" is continuing to do "top business" virtually everywhere it has opened, the company said yesterday. At New Haven it grossed $2,355 on opening day and in three days, including a weekend, drew $9,517. In Detroit it grossed $2,731 on opening day.

The picture has also opened in Cleveland, St. Louis, Philadelphia, Washington, Chicago, Los Angeles, Atlanta, and Kansas City, the company reported, and business in many cases is ahead of "The Eddy Duchin Story" and "Picnic."

Marcus Asks

(Continued from page 1)

Weshsler arrange a date for a co ference.

The request for a conciliation co ference is made at the close of lengthy letter in which Marcus r views "the trends and movements the population into outlying are and the suburbs of Milwaukee. H states that "we must re-evaluate a re-appraise the method of me chandising the operation of our the tres, and the manner in which moti pictures are made available to the people that have settled in these ou lying areas and suburbs."

Other businesses are moving o into shopping centers, he points ou in order to "maintain a market f their merchandise."

Exhibitors and distributors a still using "Model T" methods of e hibition and distribution, he states.

"I feel," he continued, "that bo branches of our industry, particula ly here in Milwaukee, are losing tr mendous potential by maintaining th status quo in making pictures ava able to the de luxe indoor and ou door theatres by maintaining 28 da clearance from the time a pictu closes its engagement in a downtow theatre."

artin Talks

(*Continued from page* 1)

ons, against company objectives. ms, and times, and ads and pub- ty factors and customer relation- ps all are in the informational pool. n each territory, Martin said, dis- t executives hold with their men same type of meeting.

'I can say the way I look at my , it definitely isn't cut and dried. ı can see by my description of our eting policy that conditions are ied, and variable," he said. "Also, me, it is the over-all of the various s I have had in the field. This job ngs them 'into focus.'

Will Help to Sell

'I do not think it possible for me any other sales manager to be that d of aggressive person who 'does all by himself'. At times I am a pervisor, at other times an expe- er, and at others just there to see t ideas are exchanged. I am sure re will be times when I will go to help sell a picture, not be- ıse of inability of someone but ause of conditions.

'I believe in allowing the man in field to do the job. One reason hat when I was there, which was only two years ago, I was given opportunity to make decisions. It s good training for me, and cer- nly is for them.

'Now that I am at the top of chain, so to speak, I must say is essentially different than the tem which operates in the army, l in some corporations. The dif- ence being that we give our men hance to think for themselves."

Emphasizes Flexibility

Martin then brought his job con- pt in line with company policy. The company, he pointed out, al- ys has had a policy of "mass ap- al," specifically declining to make tures for limited groups.

"You cannot have both, you can- t have pictures for the masses and the arts. Apart from special outlets, have wanted to be on every een. Within this framework we ve achieved tremendous variety, I nk.

"However, even though I feel op- iistic, we are going to have to face nditions which we cannot explain dily or easily anticipate. We try instill in our men the feeling of owing the situation day to day, in es or home office or studio it is at you find out too late that makes trouble.

Sees Anticipation Essential

"In today's market, a big picture nd that means a picture which the blic accepts—will show to more ople than ever before. But one of e greatest problems is that the peo- e are hard to anticipate, as we used feel we could."

Easy to anticipate, however, and sy to estimate, is Martin, person- y.

Meticulous, cheerful, young. Cal- lating, and moderate.

He's at that desk each morning, sharply, at 9:05. He walks from his home nearby. A 45-year-old with a boy's face and handsome hair partially whitening, he says he avoided the wear and tear which in this industry shows on the faces of its leaders, by moderation. He is buoyant but doesn't hurry. He smokes, but it's a pipe, and he took it up lately, and doesn't use it much; and he's convivial but measures its benefits. He puts it this way:

"There are still people even in this industry who go for moderation."

This may well be the summation of the company itself. Policy based upon information culled by competent men, given freely and evaluated intelligently (by Martin, moderator), acted upon immediately: all in that word, flexibility. As he commented:

"You may call us the alert company."

REVIEW:

Back from the Dead

Regal-20th-Fox—Regalscope

Here is a horror story that is unfortunately lacking in suspense or thrills, prime ingredients for tales like this. It recounts the plight of a young, married woman who, after hearing strange voices, collapses suddenly only to awaken a completely changed person. No longer charming and lovable, she emerges a bitter, nasty, untrollable female.

Her sister, visiting at the time, can't account for this sudden aberration but her husband realizes she has taken over the personality of his first wife, who had died some years before and whose identity he had hidden. The first wife's mother, a practitioner of black magic, really believes her daughter has returned and is willing to help her do anything to stay around. But husband and especially sister have other plans despite the wife's attempt at murder and other asocial contrivances.

At the bottom of her reappearance is somebody known as Maitre Renall, who seems to have mesmerized half the female population of the swanky coastal town where the action occurs. It seems he has a real passion for the dead wife and would stop at nothing to keep her among the living. This so enrages one of his snooping lady loves she reports to the husband and sister. All three rush to the rescue of still another lady about to be sacrificed to keep the wife alive. Ex-sweetheart kills Maitre and the wife returns to normalcy completely unaware of all that's happened.

Involved in these confusing proceedings are Peggie Castle as the wives, Arthur Franz as the hapless husband, and Marsha Hunt, who does her best with the foolish role of the sister. This Regal picture, produced by Robert Stabler, directed by Charles Marquis Warren and written by Catherine Turney from her novel, "The Other One," is strictly for the horror fans, who should derive some fun out of the hocus-pocus.

Running time, 79 minutes. General classification. Release, in September.

J. R.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . *with* RAY GALLO

A NEW intermittent movement for Simplex XL projectors of greater speed than the previous XL movement has been announced by National Theatre Supply. It permits reduction of shutter blades sufficiently to increase the available light substantially at the screen. Instead of 90 degrees, the shutter blades can be reduced to 63 degrees. The announcement points out that this allows reduction of lamp current to reduce operating costs, or an increase in light at the screen without increasing the amperage. The new intermittent can be installed in XL projectors now in service.

•

John A. Gilbreath, who has been associated with air conditioning for 23 years, has been appointed vice-president in charge of sales of the Typhoon Air Conditioning Company, Brooklyn, New York. He succeeds Mark E. Mooney, who has joined the Advance Appliance Company in Tampa, Fla. Gilbreath is a member of the General Standards Committee of the Air Conditioning and Refrigeration Institute.

•

W. D. Hausler, who has been vice-president and general manager of Century Projector Corp., New York, since 1945, has been named president, succeeding the late H. E. Hammons. Hausler joined the company in 1941 as comptroller.

•

A soft drink dispenser only 15-inches wide, 20 inches deep and 36 inches high has been introduced by Sweden Freezer Manufacturing Company, Seattle. Called the Sweden SodaServer, it has a stainless steel and white baked enamel finish. It dispenses three drinks, either carbonated or sweet, plus carbonated and plain water. The SodaServer can also be incorporated into a Sweden Soft-Server fountain, which includes a syrup rail, ice storage tray, work table top and ice cream mix storage.

Charles Webb Dies

HOLLYWOOD, Nov. 14.—Charles Sherrill Webb, 59, assistant head of publicity for Screen Gems, died yesterday of cancer at Hollywood Presbyterian Hospital. Funeral services will be held tomorrow at 11 A.M. at the Little Church of the Flowers, Forest Lawn. His wife, Catherine, survives.

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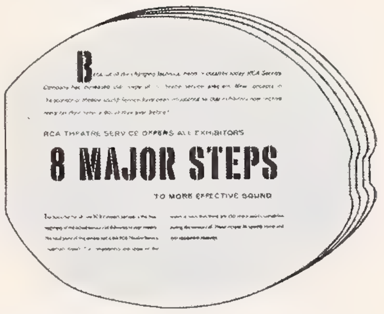

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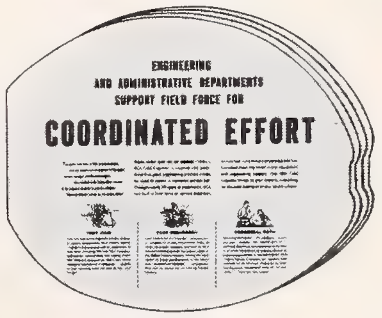
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National Pre-Selling

"PAL JOEY," first produced on Broadway in 1940 and one of the few musical comedies on record with a little heel as a hero is reviewed in the Nov. 26 issue of "Look."

Frank Sinatra plays "Joey," Rita Hayworth, the tenacious woman who sings "Bewitched, Bothered and Bewildered" delightfully, and Kim Novak is the determinedly good girl in a cast of predatory females. The review is liberally supported by eye filling photos and Joey applying do-it-yourself psychiatry says "some guys got a system with horses; I got a system with dames."

•

A Kapralik cover on "Legend of The Lost," spotlighting John Wayne, Sophia Loren and Rossano Brazzi, will appear on the Dec. 8 issue of "Pictorial Review."

•

Brigitte Bardot, France's top box-office star, who is round and soft and honey-voiced, is pictorialized in the Nov. 18 issue of "Life." Her latest picture "And God Created Woman," is in general release in the states.

•

"The Three Faces of Eve," reports Marshall Scott in the November issue of "Cosmopolitan," in which Joanne Woodward "makes a strong bid for the Bette Davis niche in this drama, is based on a true psychiatric case history of a woman with three separate antagonistic personalities—mousey housewife—sexy tramp—and poised, intelligent woman."

•

"Les Girls" received a laudatory review from Florence Somers in the November issue of "Redbook." "It has a superb cast, in both genders—Gene Kelly, Mitzi Gaynor, Kay Kendall and Taina Elg. The music is by Cole Porter. What more could we ask for?"

•

Three American teen-agers, winners of the 1957 "Seventeen" magazine Christmas doll contest were honored by the U. S. Committee for UNICEF at the United Nations. Many distinguished figures in diplomatic and civil life attended the award ceremony. Mrs. Eleanor Roosevelt, Julie Harris, Roberta Peters, and Edith Adams served as judges.

WALTER HAAS

Samuel R. Golding, 68

HOLLYWOOD, Nov. 14—Funeral services are pending for Samuel R. Golding, 68, playwright and film-writer, following his death today at home here as result of a heart attack. The deceased was active on Broadway in the twenties, later writing several pictures in Hollywood and recently engaged in writing for television.

REVIEW:

The Tarnished Angels

Universal-International—CinemaScope

HOLLYWOOD, Nov. 14

IN A carefully calculated effort to achieve a production as successful as its recent "Written On the Wind," Universal-International turned the William Faulkner novel, "Pylon," over to the same writer, producer, director, and three of the same stars, to deal with as successfully or, if possible, more so. Whether they have succeeded is, of course, for the paying public to say, but the probabilities appear to be at least as dependable as the rule of reliance-on-precedent that starts the New York Yankees off each Spring as odds-on favorite in the American League pennant race.

The "Written on the Wind" talent employed in this quite dissimilar production are Rock Hudson, Dorothy Malone and Robert Stack, a marquee trio to whose box office power has been added that of Jack Carson; Albert Zugsmith, one of the most prolific producers in the business; George Zuckerman, a top hand with a script; and Douglas Sirk, director of a distinguished string of U-I money-makers. Probably the unified billing of the six of them, plainly designated as the half-dozen responsible for the previous picture, is the shortest distance to the ticket-buying public's pocketbook.

The Faulkner novel from which the screenplay derives concerns life, love and death in the world of barnstorming pilots who, in the depths of the 1932 depression, risked their necks in rickety cracker-box planes competing for prize money in air circuses at county fairs, carnivals, and so on. As represented in the picture, this was a dismal life and a sordid enterprise, with living standards and moral standards about as low as the ethical standards of the air circus managers. Food and drink were hard to get, and to be obtained by any practicable means when funds were low, which was always.

THE PICTURE opens on a sort of fair grounds near New Orleans where Hudson, a reporter, comes upon a group of men who are amusing themselves by taunting a small boy (Chris Olsen) with statements that he doesn't know who his father is. Hudson stops them, and presently he meets the boy's mother, Miss Malone, a parachutist, and her husband, Robert Stack, a World War I ace now reduced to flying the race circuit. Stack's longtime friend and mechanic, Jack Carson, is the third member of the barnstorming trio, and when Hudson invites them to spend the night in his apartment, since they have no other shelter available to them, he learns that she is married to Stack, instead of to Carson, in consequence of a roll of the dice between the two men at a point in the past when she notified them, jointly, that she was pregnant.

From that opening, the picture progresses through detailed and often dramatic incidents to a point where Stack, needing a plane for the next day's races, sends his wife to the apartment of a rich promoter, who's been seeking her favor, with instructions to procure a plane for him. Before she can do so, Hudson intervenes, with a plan of his own for solving the plane problem, but when Stack has flown to his death in the plane thus procured she again comes under the promoter's influence. Hudson again intervenes and when the picture ends he and she are in a fair way to wind up in wedlock eventually.

The story is not one for children, naturally.

Running time, 91 minutes. Adult classification. Release, in January.

WILLIAM R. WEAVER

Membership Meeting Of the SAG Tonight

HOLLYWOOD, Nov. 14 — Pay-television residuals and forthcoming contract negotiations are on the agenda for the annual membership meeting of the Screen Actors Guild tomorrow night, at which time Leon Ames will be installed as president, succeeding Walter Pidgeon.

W. F. Kelley to Speak At Standards Confab

HOLLYWOOD, Nov. 14—William F. Kelley, Motion Picture Industry Research Council director, will deliver a paper entitled "Standards in a Non-Standard Industry" at the eighth national conference of the American Standards Association, which opens tomorrow in San Francisco.

Nizer Slate As Speake

(*Continued from page* 1)

invocation at the 19th annual di
of the Motion Picture Pioneers
oring Joseph R. Vogel, presiden
Loew's, Inc., to be held Nov. 2
the Waldorf Astoria Hotel here.
The ticket sale for the affair is
ceeding all previous totals and a
ord turnout is anticipated, accor
to the dinner committee.

Eleventh to Be Chosen

Selection of Vogel as the pio
of the year for 1957 marks the
enth industry executive to be cho
the first being Adolph Zukor in 1
Since then the following have
honored by the Pioneers: Gus S.
sell, Cecil B. DeMille, Spyros
Skouras, the Warner Brothers,
J. Blumberg, Barney Balaban, Si
bian, Herman Robbins, and Robe
O'Donnell.

Rank's Davis Expects

(*Continued from page* 1)

been in New York for several
studying the operation of the R
American unit. On his way here
stopped for consultations in Can
Davis said he thinks it will
necessary in England to adjust the
locations to the population m
ments that have taken place th
Probably there will be fewer thea
and many better ones, with mod
improvements, he added.

Sees Economies Vital

Davis said the industry would h
to try economies including a cen
distribution system. He does not fa
merging exchanges or having a c
tral selling organization, but the p
sical handling of the films could
unified, in his opinion. Each comp
would continue to do its own billi
While here, Davis has seen
Telemeter coin box system for colle
ing tolls on pay-TV. He has no cho
of any special system, but belie
some form of pre-payment would
preferable to billing. Rank theat
in Britain are experimenting w
large-screen television, he said.

Satisfied with RFDA

Operations of Rank Film Distri
tors of America have been satisfact
during the first six months, he sa
but he does not look for a profit in t
first year.

Loew's, U.A.

(*Continued from page* 1)

ish locales where Goya lived. A dire
tor and male lead will be sign
soon.
United Artists will release the fil
in the United States and Canad
Loew's-MGM will distribute it in t
rest of the world, except Italy, whe
Titanus will have the distributio
rights.

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

32, NO. 96 NEW YORK, U.S.A., MONDAY, NOVEMBER 18, 1957 TEN CENTS

orthwest

modelings, openings Big Rise

Spirit of Optimism ds Among Exhibitors

Special to THE DAILY

NEAPOLIS, Nov. 17.—Re- gs and reopenings are gaining northwest area as a new spirit nism spreads among exhibitors. am and Sidney Volk, operators ur-theatre sub-run circuit, are g extensive changes at the eatre, southside 35-day house. ecently completed an overhaul Riverview Theatre.

les Creamer, partner in the polis Theatre Supply Co., has turned from New York with that have encouraged him to

(*Continued on page 3*)

I-AO Revamps Corp. es Schaefer Head

Todd-AO Corp., exclusive of rights to the Todd-AO mo- ture process, announced at the weekend that it has revamped the fiscal and administrative structure of the corporation.

e Schaefer

George J. Schaefer, veteran in both production and distribution, has been elected president, and L. Douglas Netter, Jr., vice-president. The of directors will comprise, in

(*Continued on page 6*)

elevision Today **Page 7**

Bishops in Censorship Letter Ask Defense of Liberty, Not License

Special to THE DAILY

WASHINGTON, Nov. 17—The Catholic bishops of the United States today called freedom of expression "a key safeguard of civil liberty." At the same time, the prelates stated that liberty is not an "absolute right" and must be "understood and defended not as license, but as true rational freedom."

The bishops, representing 136 dioceses and archdioceses in the United States, met for three days at the Catholic University of America here. The annual meeting ended Friday. The 2400-word statement, entitled "Censorship," was released today through the National Catholic Welfare Conference.

"The kind of uncritical claims for

(*Continued on page 6*)

Para. Net $1,878,000

Paramount Pictures has reported estimated consolidated net earnings from operations of $1,878,000 for the third quarter of 1957, repesenting 94 cents per share. These earnings compare to $1,654,000 or 83 cents per share reported in 1956.

In the first nine months of 1957 the consolidated net earnings from operations are estimated at $4,237,000,

(*Continued on page 6*)

WB Names Boasberg General Sales Head

Charles Boasberg will become general sales manager of Warner Bros. on Jan. 1, Benjamin Kalmenson, the company's executive vice-president, announced at the weekend. Boasberg is currently special assistant to George Weltner, head of worldwide sales for Paramount Pictures. In his present position, which he has occupied for the past two years, he has been supervising world sales for "The Ten Commandments."

Previously Boasberg was general

(*Continued on page 2*)

Univ. Merges Sales Divisions Into Two

Universal Pictures has consolidated its sales organization into two divisions, Eastern and Western, with the Southern being divided by the two, Henry H. "Hi" Martin, general sales manager, announced at the weekend.

The district with headquarters in Dallas, headed by R. N. Wilkinson,

(*Continued on page 2*)

20th-Fox Will Have 20 Completed December 1

Twentieth Century-Fox will have its feature release schedule completed December 1 for the period running through May for the first time during the history of the company, Alex

(*Continued on page 6*)

REVIEW:

Paths of Glory

Bryna Prod.—United Artists

Out of an actual incident in the first world war involving charges of cowardice in the face of the enemy brought against an entire French regiment, producer James B. Harris and director Stanley Kubrick have made a brilliant and arresting film. The source is fictional, a novel by Humphrey Cobb, but the treatment is so realistic and penetrating that belief is sustained all the way through.

Technically this is a war picture, but any exhibitor who promotes it as just another action film will be making a serious mistake. Its exciting battle scenes and the suspense of a subsequent court martial assure it of appeal in that market. But it also has deeper and stronger elements

(*Continued on page 7*)

Present Award Sat.

Rock Hudson Is TOA 'Star Of the Year'

Nominating, Finance Units Will Hold Meetings Today

Special to THE DAILY

MIAMI BEACH, Nov. 17 – Rock Hudson has been chosen by Theatre Owners of America members as "Star of the Year." He will be on hand to receive this coveted award at the concluding banquet of the 10th anniversary convention at the Americana Hotel Saturday night.

Rock Hudson

The choice of Hudson is the first time this honor has gone to a star chosen by a studio as part of its talent-development program, a subject in which TOA mem-

(*Continued on page 2*)

Showman Silver Feted For Col. Campaign

By WALTER BROOKS

(Picture on Page 6)

W. C. Silver, owner-manager of the Silver Theatre and the Patio Drive-In, at Cameron, Mo., was given a breakfast press conference here at Columbia Pictures Friday to honor his winning of one of two regional awards, for the best campaign

(*Continued on page 6*)

Nat Williams, Sr. Dies; Head of Interstate Ent.

Special to THE DAILY

THOMASVILLE, Ga., Nov. 17.—Funeral services were held here yesterday for Nat Williams, Sr., 61, president of Interstate Enterprises, who died at his home here Friday night

(*Continued on page 7*)

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox distribution head, will leave here today for Miami.

•

Alfred E. Daff, executive vice-president of Universal Pictures, returned to Hollywood over the weekend from New York.

•

Max E. Youngstein, vice-president of United Artists, and **Bob Hope** left here by plane at the weekend for Paris.

•

Irving Sochin, general sales manager of Rank Film Distributors of America, has left New York for Atlanta and Miami Beach.

•

F. A. Ungro, executive vice-president of Westrex Corp., is in Hollywood from New York.

•

Philip Gerard, Universal Pictures Eastern publicity manager, will be in Boston tomorrow from New York.

•

Steve Edwards, advertising-publicity manager of Rank Film Distributors of America, will return to New York tomorrow from Detroit.

Brotherhood Awards' Ceremony in February

The fifth annual Brotherhood media awards will be presented by the National Conference of Christians and Jews during Brotherhood Week, Feb. 16-23, 1958, it was announced by Louis B. Seltzer, editor of the "Cleveland Press" and Brotherhood Week national chairman.

The purpose of the Brotherhood awards is to give proper public recognition to mass media's contributions to public service. The awards will consist of "The Brotherhood Award" for major contributions in human relations and "Certificates of Recognition" for worthy efforts supporting the program of the NCCJ.

Awards nominations must be submitted by Dec. 10. The awards committee, of which Taylor Mills of the Motion Picture Association of America is chairman, includes Oscar Morgan, Paramount Film Distributing Corp.; Wiley Hance, American Broadcasting; Norman Baer, Mutual Broadcasting; Claire Glass, "Compact Magazine"; Rufus Crater, "Broadcasting-Telecasting Magazine"; Henry Lee Moon, National Association for the Advancement of Colored People; and P. L. Prattis, "Pittsburgh Courier."

Hudson 'Star of the Year'

(*Continued from page* 1)

bers have taken a vital interest for some time.

Hudson has made 37 pictures in eight years. He was driving a truck in Los Angeles when a fellow driver called the attention of a talent scout to him in 1949. He served in the Navy during World War II. Universal International gave him a contract and encouraged his ambitions.

Previous winners of the TOA honor have been Danny Kaye, Jimmy Stewart and William Holden.

Pre-convention activity began today for a general discussion of policy by the TOA leaders. The nominating committee will convene at 10:30 A.M. tomorrow, with Burton I. Jones presiding. The finance committee is scheduled to meet at 2:30 P.M. This committee is composed of Mitchell Wolfson, chairman, Abe Blumenfeld, Albert M. Pickus, Walter Reade, Jr., J. J. Rosenfield and S. H. Fabian.

Registration for TOA delegates will begin Tuesday morning. Practically all Tuesday will be devoted to a joint meeting of the executive committee and the board of directors.

Members of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association began to arrive yesterday with leaders of the National Association of Concessionaires to look over the floor arrangement for exhibits.

TEDA directors got down to business early by holding a meeting in Ray Colvin's suite at 3 P.M. Saturday. TEDA directors will hold their first session at 9:30 A.M. today, followed by a joint TESMA-TEDA luncheon and a joint meeting of the boards of both organizations at 2 P.M.

Name Boasberg

(*Continued from page* 1)

sales manager of RKO Radio Pictures and vice-president and general manager of Distributors Corporation of America.

The post of general sales manager at Warner Bros. has been occupied on an interim basis by Roy Haines, the company's Western division manager. When Boasberg joins the company, Haines will be freed of his additional duties and will devote himself solely to his Western division post, making his headquarters in Los Angeles, where he has maintained his residence while dividing his time between the two coasts.

Phila. Bans 'Summer' As 'Base and Obscene'

Special to THE DAILY

PHILADELPHIA, Nov. 17.—Acting on a flood of protests, District Attorney Victor H. Blanc forced removal of the French film, "Passionate Summer," here from four neighborhood theatres, the Broad, Hill, Castor and Spruce, by threatening to invoke the state anti-obscenity statute.

Dual Coast Campaigns For 'Arms' Openings

An extensive and separate advertising and publicity campaign for the Northern California simultaneous roadshow openings on Dec. 31 of David O. Selznick's "A Farewell to Arms," is now underway on the West Coast. The 20th Century-Fox release will be shown in Southern California beginning December 19.

SMPTE Booth to Display Films for Test Uses

Special to THE DAILY

MIAMI BEACH, Nov. 17.—The Society of Motion Picture and Television Engineers will have a booth at the Theatre Owners of America convention manned by local members. C. Henderson Beal, motion picture director of the Radio-TV-Film Department of the University of Miami, will be in charge.

The booth displays will call attention to the fact that the SMPTE, in sponsoring American standards in the field of motion picture photography approved by the American Standards Association, has a series of test films obtainable on a subscription basis. These are for the use of manufacturers and users of projectors and sound equipment. For theatre operators and equipment manufacturers there are films for focus and alignment, travel ghost target and jump-and-wave tests.

Defer Pay-TV Decision In S. F., NCTA Pleased

Special to THE DAILY

SAN FRANCISCO, Nov. 17 — The Board of Supervisors on Friday again postponed a hearing on the Skiatron TV application for a franchise to start operating here before the start of the 1958 major league baseball season in April.

News of the latest postponement was good news to the Northern California Theatre Association, which, for the past week, has been organizing a northern state-wide citizens committee opposed to all forms of pay TV. Even a week's respite, an NCTA spokesman said, allows that more time to marshal a powerfu position group, to be on hand the supervisors finally call the hearing.

Univ. Merg

(*Continued from page* 1)

will be moved into the Wester sion, headed by Foster M. Bl V. Frew's district, with headq in Atlanta, will be moved in Eastern division, headed by Dana. The Eastern division pre included districts in Clevelan Boston, while the Western com Chicago, Kansas City and San cisco.

In announcing the consoli move Martin said it was "desig increase the efficiency of the di tion organization's service to ex customers throughout the countr

SAG TV Residuals f 4 Years, $4,790,61

From THE DAILY Bureau

HOLLYWOOD, Nov. 15. Screen Actors Guild has collecte distributed $4,790,618 in tel residual payments since Dec 1953, Kenneth Thomson, SAG vision administrator, told more 1,000 members attending the annual membership meeting a stallation of officers at the Ac Award Theatre Friday night. Th eration entailed processing 69,3 dividual checks, Thomson rep adding that in the year endin 31, 1937, collections amount $2,576,491, distributed to memb 39,601 checks. Thomson also that the Guild has collected res on 5,600 episodes in 169 tele series.

National paid-up membersh SAG is up to 11,174 from 10, year ago, it was revealed.

The Guild's total assets are $816,857.11, a $29,226.72 net for the year's operations.

Federal, State Offici Discuss Tax Change

From THE DAILY Bureau

WASHINGTON, Nov. 17.—A ing of top Federal and State o adjourned without any new acti proposals to turn the Federal a sion tax back to the states.

The meeting here Thursday Friday discussed Federal spe programs which could be taken by the states. Treasury officials indicated a willingness to surr the admissions tax providing the also would take over some p Federal spending functions.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News I Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fo Single copies, 10c.

modelings

Continued from page 1)

his supply program for the
year.
Wisconsin area Marcus The-
nagement Co. and the John
ahan Trust Estate have an-
they will reopen the Time
at Green Bay and rename
heum as the Vic when it is
d. A remodeling job will take
months.
v, enlarged lobby, a new sign
opy and new carpeting will be
. The front will be of tile,
d metal. All entrances will be
ated at the east end of the
by and the boxoffice will be
inside.
edar Rapids, Ia., extensive
have been started in prepara-
a run of "Around the World
ays." Cedar Rapids is one of
es in Iowa to play "Around
ld" this year.
Steenport, operator of the
Theatre at Chilton, Wisc., has
he plans to close the house.
he will remodel the build-
l four apartments and a con-
stand.

innesota Job in Work

ional seats are being installed
oxy Theatre, Owatonna, Minn.
lition of about 250 new seats
rease the capacity to 750. A
ge screen will be installed.
Avalon Theatre, Thief River
inn., has reopened following
ration job and the installation
nemaScope screen and stereo-
ound.
d Field's St. Louis Park The-
suburban Minneapolis house,
reopened after a shutdown
deling the lounge, elimination
ticket booth which has been
by a cashier's desk in the
general paint job with the
tion of Italian tiles and mo-
ew seats have been installed.

ct 20,000 Tonight
ight of Stars'

than 20,000 people are ex-
to attend the 24th annual
of Stars," huge United Jewish
benefit show, which takes
night at Madison Square Gar-
ceeds from the show will go
the furtherance of the UJA's
of refugee aid and Israel re-
nt.
al chairman of "Night of
Sylvan Gotshal, and Mrs.
Grossman heads the women's
Honorary chairmen include:
Harriman, Herbert H. Leh-
ouis Lipsky, Nathan Straus
ert F. Wagner. Co-chairmen
ard M. Gilbert, G. A. Lowen-
awrence Schacht, Rudolf G.
rn and A. F. Wechsler. Bar-
aban, Spyros P. Skouras and
Warner are honorary chair-
the advisory committee, of
e chairmen are Arthur Knorr,
Sauter, Marvin H. Schenck,
. Sidney, Ed Sullivan and
Veitman.

Film Critic Calls Holding Films For Holidays 'Very Impractical'

Special to THE DAILY

RICHMOND, Nov. 17—"Somehow or other this whole business of holding on to important pictures until holidays seems downright impractical," wrote Edith Lindeman, film critic, in a recent issue of the "Richmond Times-Dispatch" along with other critical comments designed to present the public's viewpoint on this controversial problem.

Syd Gates, president, and Carlton Duffus, executive secretary of the Virginia Motion Picture Theatre Association, liked it so well they have circulated copies to fellow exhibitors throughout the state and outside the state boundaries.

With a four-column cartoon 14 inches deep, the display dominates about 75 per cent of the page.

"If you are an exhibitor and believe that distribution of films must be corrected, possibly you can use this article to advantage with your local newspaper," Gates wrote.

Wants Films 'Spotted'

"Why release a dozen of the most desirable films at a period when there is competition not only for the dollars to be spent, but for the time it takes to get out and go to a movie?" asks Miss Lindeman in her article. "Certainly, let's have some of the better pictures at Thanksgiving and Christmas and Easter, but let's have some of the rest of them spotted throughout the year.

"As mentioned before, that sort of procedure would make the theatre managers much happier, and might even put some extra dollars in the production till, but the important thing is to provide continuing pleasure for the people. You'd be surprised how many of the lost audience you'd get back for that once-a-week trek to the theatre if they could be certain of finding at least one quality film in town at all times."

COMPO Promotes Show Of Heart Fund Trailer

COMPO is seeking industry cooperation in the showing of a two-minute trailer in support of the Heart Fund, Robert W. Coyne, special counsel, announced at the weekend. The trailer, which features William Holden, is being sent to members of the COMPO screening committee for their formal approval. The Heart Fund campaign is scheduled for February. No theatre solicitations are involved.

Spyros Skouras and Jack Warner are sponsors of the Heart Committee of the Motion Picture Industry, with Eddie Cantor and Louella C. Parsons as co-chairmen. Members of the committee are: Buddy Adler, Desi Arnaz, Lucille Ball, Steve Broidy, Lee J. Cobb, Walt Disney, Kirk Douglas, William Dozier, Y. Frank Freeman, Harold Hecht, Gene Kelly, Abe Lastfogel, George Murphy, Gregory Peck, Mary Pickford, Walter Pidgeon, Milton Rackmil, Dore Schary, David O. Selznick, George Sidney, Jerry Wald and Fred Zinnemann.

Fox Sets Conditions on Stock Option Plan

As a condition precedent to the granting of options to purchase common stock of the company under the stock option plan approved at the annual meeting of stockholders May 21, 1957, the board of directors of 20th Century-Fox Film Corp. has required each executive to whom shares are optioned to subscribe and pay for at par 5 per cent subordinated debentures equal to $25 for each share of stock optioned to him.

The board of directors, according to a statement filed with the Securities & Exchange Commission, may utilize some or all of the proceeds from the sale of the debentures to purchase shares of the company's common stock so as to reserve the shares so purchased for issuance on the exercise of options. Funds not so used will be added to the company's general funds.

As of October 31, 1957, Twentieth's 5 per cent subordinated debentures were outstanding in the principal amount of $2,350,000.

Paramount Home Office Heads at Studio Meet

From THE DAILY Bureau

HOLLYWOOD, Nov. 17.—Production meetings among Paramount home office executives and studio heads will be held here this week. Participating from New York will be Barney Balaban, Paramount president; Paul Raibourn, vice-president; George Weltner, vice-president and worldwide sales head; Jerry Pickman, advertising-publicity vice-president, and Russell Holman, Eastern production manager.

They will confer with Y. Frank Freeman, vice-president in charge of the studio, and other studio executives.

Expand Gurney Contract

HOLLYWOOD, Nov. 17.—Samuel Z. Arkoff, vice-president of American International Pictures, has announced the expansion of the company's producer contract with Robert J. Gurney from one picture to four for 1958.

Approve Sunday Films

DUNFERMLINE, Scotland, Nov. 13 (By Air Mail).—Sunday opening of cinemas has at last been approved by the local magistrates here. The town council decided, by 17 votes to four, that the five cinemas in the burgh should open on Sunday on a rota basis.

How to Beat the Landlord— Win in an Election!

Special to THE DAILY

DOVER, N. H., Nov. 17. — The newly-elected mayor of this city is Republican Mel Morrison who operates the Newington Drive-in. His Democratic opponent, whom he beat by 1,000 votes (3,500 to 2,500) was James Nadeau, his landlord.

Nadeau built the Newington Drive-in three years ago, leasing it to Morrison, and the Rochester, N. H. Drive-In, now leased to Interstate Theatres.

Crescent Amusement Names Three Directors

Special to THE DAILY

NASHVILLE, Tenn., Nov. 17.—Three new directors of Crescent Amusement Company were named during its annual stockholders' meeting here.

They include Ben S. Gambill, president of Braid Electric Company; Mrs. Sara Sudekum Stengel and Mrs. Marie Sudekum Woolwine, daughters of Mrs. Nettie E. Sudekum and the late Tony Sudekum, the company's founder.

They replace Howell Campbell, Sr., G. Frank Cole, Jr., and W. J. Wallace, members representing First American National Bank, which was "discharged and relieved" last August from all liabilities under a trust agreement involving 2,514 shares of Crescent stock owned by Mrs. Sudekum.

Continuing on the board are Mrs. Sudekum, her daughter, Mrs. Viola Sudekum Slack, and D. W. Johnston, executive vice-president of Third National Bank.

Shapiro Named Head Of Texas Drive-In Unit

Special to THE DAILY

DALLAS, Nov. 17.—David A. Shapiro has been appointed executive secretary of the Texas Drive-In Theatre Owners Association, Eddie Joseph, president, has announced. As one of his first acts on behalf of the organization, Shapiro's first copy of DITO (Drive-In Theatre Owners) came out Nov. 12 and caused much favorable comment in the trade. DITO will carry news of special interest to drive-in theatre owners.

Among Shapiro's duties will be the planning of the association's annual convention, to be held in Dallas Jan. 19-21.

Dividends Increase

WASHINGTON, Nov. 17.—Publicly reported cash dividends paid by industry companies in October totalled $2,046,000 compared with $1,714,000 paid out in October, 1956, the Commerce Department has reported. The increase was due largely to the fact that National Theatres paid in October this year a dividend it paid in November last year, Commerce said.

FLAMING ACTION . . . PULSE-POUNDIN
ADVENTURE . . . TORRID ROMANCE

in a frank, outspoken story of an American business man's Spa affair—with a fiery senorita, born to love and to flaunt the code t has bound women like her for centuries.

It's unforgettably played by a new and news-worthy star team: Rich Kiley who scored in "The Blackboard Jungle" and "The Phenix Story". . . and Carmen Sevilla, Spain's most alluring actress. They ki a new kind of boxoffice heat!

It was filmed on-the-spot in Spain . . . in VistaVision® and Technicolor to give the giant theatre screen a big, beautiful attraction—with da drama to draw strong patronage!

Paramount presents

RICHARD KILEY and CARMEN SEVILL

in

SPANISH AFFAIR

—told to the torrid tempo of a flaming flamenco guitar!

co-starring JOSÉ **GUARDIOLA** with Jesus Tordesillas · José Manuel Martin · Francisco Bernal · Rafael F

with the special collaboration of Julio Peña and José Nieto · Produced by Bruce Odlum · Directed by Donald S

Written by Richard Collins · A Nomad Production in co-production with Cea-Benito Perojo, Madi

TECHNICOLOR®
VISTAVISION®

Spread the slogan! **Get more out of life . . . Go out to a movie!**

Bishops Ask

(*Continued from page* 1)

and defense of liberty which so often have been made in our day actually places that liberty in jeopardy," the bishops said. "For this reason we feel that light must be thrown not only on its meaning, but also on its limits."

They declared that freedom of expression "is exercised within bounds fixed by multiple demands of social living. In the concrete this means that the common good is to be served."

Importance of Press Emphasized

On the other hand, the bishops noted that freedom of expression is "intimately bound up with other freedoms that man prizes. Freedom of the press is patently a key safeguard of civil liberty. Democracy does not exist without it. The day free expression of opinion is extinguished and all are constrained to fall into a single pattern of political thought and action, democracy has died."

The State rightly exercises direct censorship in times of "war or great national danger," the bishops stated. In normal circumstances, however, the censorship role of the State is only punitive. They said that this follows from the constitutional principle of minimal restraint—"to curb less rather than more; to hold for liberty rather than restraint."

To 'All Men of Good Will'

The Church also exercises a similar right, the bishops said, "from her office as teacher of morals and guardian of divine truth." While the Church's decisions bind only her own people with "only spiritual and moral" sanctions, the bishops emphasized that the Church appeals to "all men of good will" to cooperate in efforts "to safeguard the moral standards of the society in which we live."

In this regard, the bishops approvingly cited "recent decisions of the Supreme Court" which held that "obscenity is not within the area of constitutionally protected speech or press."

"The decisions touching on this subject," the bishops continued, "are encouraging to those who have been deeply concerned over trends that threatened to destroy the traditional authority exercised by the State over expressions and displays of obscenity."

Encyclical Quoted

Turning to the recent Encyclical of Pope Pius XII on Motion Pictures, Television and Radio, the bishops stated:

"In his recent Encyclical of Sept. 8, 1957, our Holy Father has spoken not only of the competence of public administrators, but also of their strict duty to exercise supervision over the more modern media of communication and entertainment — radio and television. He warns public officials that they must look on this matter not from a merely political standpoint —but also from that of public morals."

The bishops noted that "although civil authority has the right and duty to exercise such control over the various media of communication as is necessary to safeguard public morals, yet civil law, especially in those areas which are constitutionally protected, will define as narrowly as possible the limitations placed on freedom."

For this reason, the bishops said, "civil legislation by itself does not constitute an adequate standard of morality."

The bishops said that the National Office for Decent Literature and the National Legion of Decency which "reflect the moral teaching of the Church," had been set up to evaluate periodicals and motion pictures for "those interested."

Others than the Catholic Church also recognize the grave moral problems in America, the bishops said. The Select Committee of the U. S. House of Representatives, the National Council of Juvenile Court Judges, and the New York State Joint Legislative Commitee have all voiced concern over pornographic publications and a "growing concentration on lewdness."

The NODL and the Legion of Decency, the bishops continued, seek to protect "the most important and sacred" rights—"the right of parents to bring up their children in an atmosphere reasonably free from defilement, the right of children to be protected from grave and insidious moral danger, the right of all not to be assailed at every turn by a display of indecency."

The bishops stated that "the evaluations of these agencies have been a guide to our Catholic people. At the same time, they have enlisted the support of many others who share our concern."

The bishops said that it would be "most gratifying" if "the sense of responsibility" of writers and motion picture producers would make the work of the NODL and Legion of Decency "superfluous."

"Past experience, however, does not permit us to look forward to a day when this sort of evaluation will no longer be called for," the prelates warned.

"Far from curtailing the work of these agencies we must have them continue. Nor can we fail to be watchful over the fields of radio and television. Meanwhile, our existing agencies must be prepared to meet a continuing evil with unremitting effort."

FROM MISSOURI TO MANHATTAN, and breakfast (on Fifth Avenue) with the motion picture press. Bill Silver and his wife ask about the big town and tell about the small one. The showman, winner of four days on the town, allowed there's fun in the business, the stunts he pulls, the friends he makes. He wears a permanent smile.

M. P. DAILY picture

Fox Will Have 20

(*Continued from page* 1)

Harrison, general sales manager, said at the weekend.

There are 20 films on the list, 12 CinemaScope and eight Regal Films. This will enable the company to schedule tradeshowings well in advance of key city release dates, Harrison pointed out.

The speeded-up program is the result of conferences between Spyros P. Skouras, president; Buddy Adler, production head, and Harrison.

The CinemaScope productions are: David O. Selznick's "A Farewell to Arms;" Jerry Wald's "Peyton Place" and Dick Powell's "The Enemy Below," all of which will be released for the year-end holidays; Walter Reisch's "Fraulein," Al Lichtman's "The Young Lions," Charles Brackett's "The Gift of Love," Henry Ephron's "Sing, Boy, Sing," "Count Five and Die," "The Naked Earth" and "Family Doctor."

Filming will be completed this week on "The Hell-Bent Kid" and "The Long Hot Summer."

Paramount Net

(*Continued from page* 1)

equal to $2.13 per share based on 1,988,416 shares outstanding at September 28, 1957. Comparative earnings for the same period in 1956 were estimated at $3,976,000 or $1.99 per share, based on 1,999,816 shares then outstanding.

The 1956 earnings do not include a non- recurring profit of $88,000 or 4 cents per share for the third quarter and a like profit of $2,767,000. or $1.38 per share for the nine months.

Dividend Voted

The board of directors have voted a quarterly dividend of 50¢ per share on the common stock payable December 23, to holders of record December 6.

Miss Baker Dies

Hettie Gray Baker, 76, former director of censorship for 20th Century-Fox, died last week at Porters Corners, New York. As a movie title writer for silent films, she originated the title "Over the Hill."

Silver Feted

(*Continued from page* 1)

on their short film, "The Wonders Manhattan." Bob Moscow, of th Rialto Theatre, Atlanta, won in sit ations east of the Mississippi Rive while Bill was winner west of th dividing line. It happens, fortunatel that one of these is a large city; th other a small town of only 3,50 population—which is as it should b in giving awards.

Everybody in Cameron, knows W C. Silver as "Bill"—and he knows h audience for 25 miles around a trac ing area which includes four cour ties and 40,000 people. But Camero is still a small town, and Bill is small-town showman, both after o own heart. The Silver Theatre sea 460, the Patio drive-in has 332 speak ers. He and his friendly competit (also an independent) divide th product along equitable lines. Th Silver changes twice a week—the pre ferred time, starting Sunday, for single feature policy with short film in which he firmly believes—and th last half, that may be either thre or four days, a double bill.

Expects to Make Money

Bill says frankly that "competitiv bidding" is a device for the benef of the distributors—but he prefers to "top flat"—for when he pays th percentage, they take their share the losses, as well as the gain. H feels happier paying a share for share—and he's playing "The Te Commandments" on the toughe terms he's ever known—but expects t make money, based on the deal an the experience of others, whom h knows in the area.

Columbia's prize winners in th contest have had a grand time i New York—Mr. and Mrs. W. C. Sil ver are sold on our town, as we ar on theirs. Bill also won the Quigle Award "Scroll of Honor" in the sec ond quarter for the same campaign- and we had it, ready to show al comers. He still has a good chanc at the Quigley Grand Award, nex Spring, with the same exhibit of show manship.

Todd-AO Revamps

(*Continued from page* 1)

addition to the president, James F Burns, Jr., a partner of the brokerag firm of Harris, Upham & Co.; Walte J. Dreves, financial vice-president o American Optical Company; Joseph M. Seider, director of Magna Theatr Corp.; and Percy M. Stewart, a part ner of Kuhn, Loeb & Co.

Todd-AO will have outstanding only common stock and $4,000,000 o 10-year subordinated notes (to be subsequently exchanged for preferre stock), all of which continue to be owned by Magna Theatre Corp. an American Optical Co.

Schaefer, who will continue a sales representative for Stanley Kramer and Otto Preminger, stated that "Todd-AO plans to announce from time to time pictures that are outstanding from the point of view of both production and exhibition.

Paths of Glory

(CONTINUED FROM PAGE 1)

ıder the surface that will attract customers who like strong drama. ıe star is Kirk Douglas, who is widely admired by both types of patrons.

Right from the start audience interest is aroused in the extremely usual situation. A French regiment is ordered by its division comınder (a general) to capture a position held by German troops which practically impregnable. Their losses uncommonly heavy, the Frenchən begin to retreat even though commanded by the general to conue to advance. The attack fails. As punishment and a warning to the tire army, the general has three men chosen at random from the ıks to be brought to trial for "cowardice."

The colonel who is commanding officer of the regiment makes a strong ?a against the injustice of the charges, but the men are convicted and ıtenced to die. At the end the colonel achieves a kind of revenge ainst the general by uncovering the fact that the latter had ordered own men to be fired upon in a fit of rage during the attack when ?y had begun to retreat.

In the course of telling this story Kubrick, working from a script he ote in collaboration with Calder Willingham and Jim Thompson, has ged many gripping scenes. The charge of the outnumbered Frenchən is a bloody episode—tersely and brilliantly executed. The trial ?ne is also remarkably concise and compelling; to accentuate the ɔckery of justice the court martial entails, Kubrick has the speech of participants resound through the massive hall of the medieval castle which the case is conducted. And the execution scene has a raw and rible power.

ST AS EXCITING as the physical events are the ideas about war and ən that Kubrick trenchantly puts across—about military discipline, the libility of those who carry it out and the futility of attempting to fight These are timeless ideas—relevant to any war. Let us hasten to add, wever, that this is no "message" picture. The theme is implicit in the ry and the characters.

And the latter are exceptionally well played in every instance save e. Douglas plays with strength and sensitivity the role of the idealc colonel who does all he can to save the three condemned men. As general opposing him, George Macready is impressively cruel and ious, and Adolphe Menjou brings a sardonic humor to the role of the ıeral who arbitrates their dispute. Ralph Meeker and Joseph Turkel 'e sympathetic portrayals as two of the men sentenced to die, but nothy Carey unfortunately overacts as the third. Wayne Morris is ·morable as a cowardly officer, and Richard Anderson does well as 'uthless one.

The only female in the picture is Susanne Christian, who plays a Gern girl captured by the French and forced to entertain them by sing; in a poignant scene at the end. The film was made on location in ınich by Bryna Productions.

No doubt about it—"Paths of Glory" is one of the strongest dramas the year.

nning time, 86 minutes. General classification. Release, in January.

RICHARD GERTNER

at William Dies

(*Continued from page* 1)

owing a heart attack. Interstate is ircuit with theatres in Florida and ɔrgia.

Williams was a prominent member Theatre Owners of America, having been a vice-president in 1948. vivors include his wife and one

Get Your Special XMAS Trailers On GREEN FILM From Good Old Dependable
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CHICAGO NEW YORK

Ask Md. Adults-Only Law for Certain Films

Special to THE DAILY

BALTIMORE, Nov. 17.—The Maryland State Board of Motion Pictures Censors will at once seek a law authorizing it to bar children under 16 years of age from theatres exhibiting certain designated films.

C. Morton Goldstein, chairman of the censor board, said he would push for the law after Attorney General C. Ferdinand Sybert had ruled that special legislation is needed to make such a restriction legal. Copies of the Attorney General's opinion have been sent to members of the Legislative Council for their information and recommendation.

Television Today

IN OUR VIEW

IT is indeed happy and significant news that the Alliance of Television Film Producers has affiliated with the NARTB Television Code, and it is with keen perception that Harold E. Fellows, president of the NARTB, hails the affiliation as of benefit to the public by bringing about a "better understanding by both an essential industry of supply and an industry of performance."

Speaking at a joint meeting of the NARTB Television Code Review Board and the producers Alliance, Mr. Fellows noted jubilantly, and well he might, that two recent affiliate film subscribers to the Code were CBS Television Film Sales and NBC Television Films. The avowed approval of these arms of the major network operations in the work of the Code is of inestimable value in giving additional weight to its important work.

●

It is extremely interesting to note that Mr. Fellows pointed out: "So far as the document itself is concerned (it) relates closely to that of the motion picture industry, and in fact ours was written after long and helpful conferences with various authorities of the motion picture industry, and particularly those who direct the Production Code." The two, however, he said, differ principally in "method of administration and control and participation."

Mr. Fellows remarks, with justifiable pride, that the system, considering the "dynamic" nature of television, and its rapid growth in the short time, has worked very well. Wisely, Mr. Fellows adopts a flexible attitude toward the Television Code and its administration, as indicated when he says, "Society changes and the concepts of human behavior do not remain static from generation to generation. A Code dealing with television, therefore, should not be an inviolable commandment; it should be subject to change in conformance with the ebb and flow of acceptable social and business behavior."

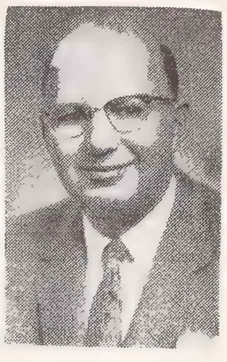
●

That is an expression of viewpoint which is sensible, intelligent and appealing to the broadcaster's good sense. Recent actions of the Code board are encouraging and indicative of the fact that the board is wisely led. The Review Board last week recommended to all its subscribers that "any proposals to use the television medium in the process called 'subliminal perception' be referred to the board immediately for review and consideration." Another action found the Code Board warning against "the use of horror for its own sake" in television production.

It is wise that an educational campaign will be undertaken to popularize the use of a "seal" to appear on the product of Code affiliate subscribers. A campaign of public education designed to bring to the attention of the public that the Code Board is constantly engaged in an effort to protect the best public interest should redound to the credit of the whole TV industry.

—*Charles S. Aaronson*

Florsheim Sales Head Of NTA Film Division



Stanley Florsheim

Stanley C. Florsheim has been named general sales manager of National Telefilm Associates' Famous Films — Programs For Television, Harold Goldman, NTA executive vice-president, announced at the weekend. Famous Films is the NTA division supplying television stations with pictures and other TV programs.

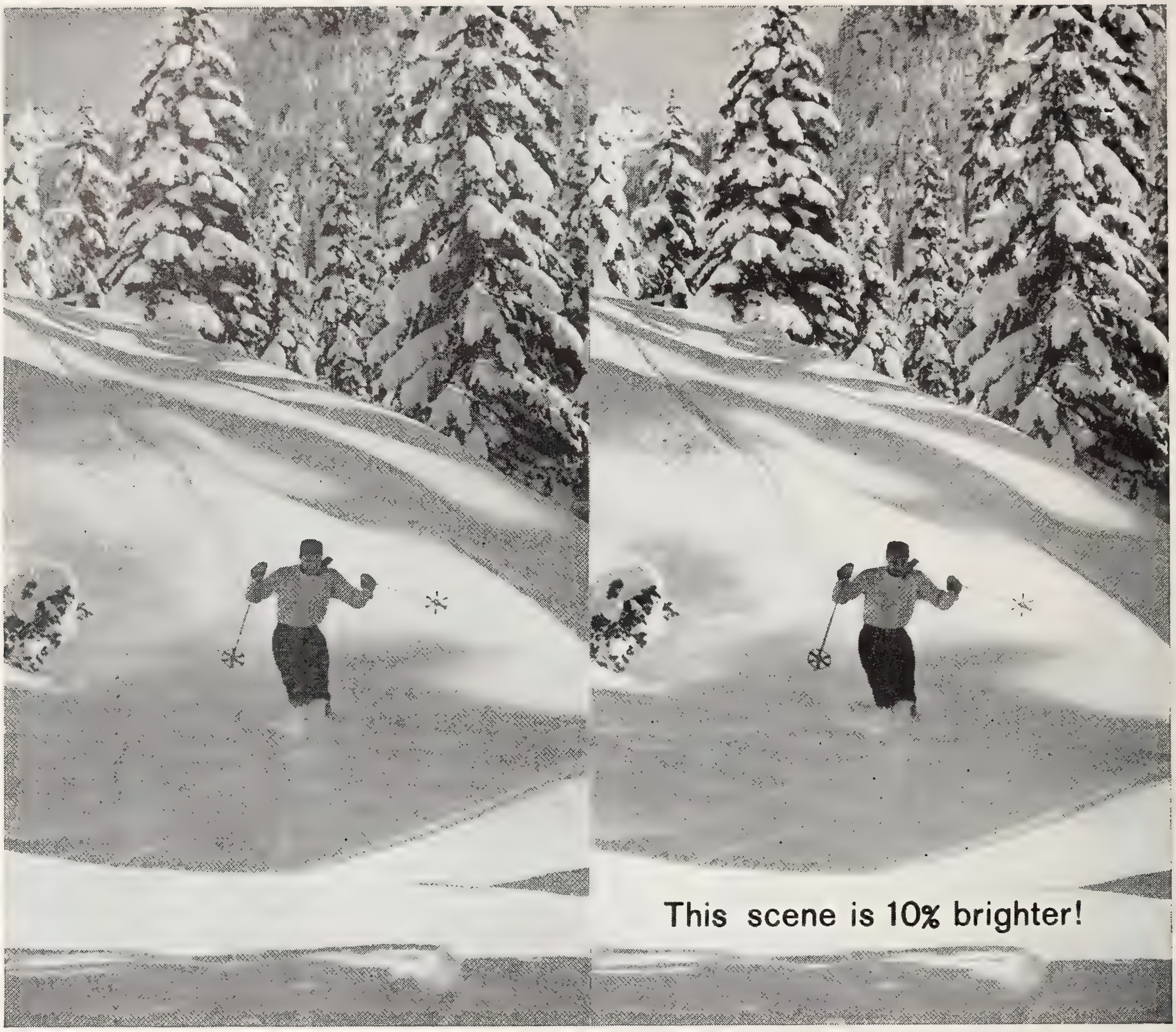
In his new post, Florsheim will be responsible for all sales activities of the division. He comes to the position following a nine year association with the Frederic W. Ziv Co., having joined them in 1948 as eastern sales manager and later becoming general sales manager. In 1954 he organized the Economee Program division of Ziv Television and became its general sales manager.

Prior to his Ziv association, Florsheim was with Adam Hat Company as director of advertising and sales promotion for a one-year period. He joined the American Broadcasting Company in 1942 to organize the network's cooperative radio program department. His other associations include periods with major agencies and business firms as a sales executive. He has been active in the broadcasting industry since 1931.

Plan New Series on Famous N. Y. Lawyers

Howe and Hummel, the famous New York criminal attorneys of the 19th Century, will be brought to television in a new comedy series to be produced by the partnership of Diana Green, Monty Shaff and Eddie Joy in association with Screen Gems. Dennis King has been signed to play William Howe, and Menasha Skulnik has been signed to play Abraham Hummel.

Screen Gems plans to shoot the pilot film at its West Coast studios in February and have it ready for presentation to prospective sponsors in the early spring.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Your "National" projector carbon representative can show you how our carbon arc research pays off in quality and savings. He is at your service at all times.

UNION CARBIDE

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orts Due

x, Censor lls to Fore TOA Meet

lts of 44 Measures idered Favorable

Special to THE DAILY

MI BEACH, Nov. 18 — Tax ensorship bills were numerous 44 state legislatures which ed in 1957, but the overall re- vere favorable to the industry, eatre Owners of America con- will be told by the Committee e and Local Legislation headed by E. LaMarr Sarra and Rob- yant as co-chairmen, in one of reports to be made by com- here.

ndiana a bill to reduce gross tax on theatre admissions from

(*Continued on page* 8)

ign Films Need motion, Says Reade

Special to THE DAILY

MI BEACH, Nov. 18.—Success re in showing foreign films de- on the exhibitor, Walter Reade, l tell the TOA convention dele- neeting here this week. Reade ne considerable experimenting oreign films in his own circuit

(*Continued on page* 8)

lwyn on Stand Tells eal for 'Years'

Special to THE DAILY

FRANCISCO, Nov. 18. — As lt of a surprise move by the , Samuel Goldwyn occupied tness stand for exactly 11 min- day in his anti-trust suit against al Theatres, Fox West Coast

(*Continued on page* 6)

elevision Today page 8

Lavezzi Head Of TESMA

By RAY GALLO

MIAMI BEACH, Nov. 18. — At the general meeting today of the Theatre Equipment and Supply Manufacturers Association held at the Americana Hotel here a new president and vice-president were elected along with seven board members.

Thomas Lavezzi

Thomas E. Lavezzi, of Lavezzi Machine Works, Chicago, the vice - president was elected to the presidency to succeed Lee Jones of Neumade Products Corp., New York City. Larry Davee, of Century Projector Corp., New York City, was elected vice-president;

(*Continued on page* 8)

800 Attend Ceremony Honoring Jack Cohn

Many, many who knew Jack Cohn in this business, in other businesses, in social life, in the Pioneers, of course, and in his company met in the grand ballroom of the Hotel Plaza last night and heard Ned Depinet of the Motion Picture Pioneers Foundation and

(*Continued on page* 6)

To Prevent Seasonal Slack Periods

UA Sets 16 Films to Spaced Release Plan

Krim Reports Co. to Have 36 in 1958 With 4 'A' Pictures Each 3 Months

By JAMES M. JERAULD

(Picture on Page 7)

United Artists has a spaced release schedule of 16 important productions running through to the end of 1958, 13 of which have been completed and three of which are about to start, so there will be no seasonal slack periods.

In addition, the company has a backlog of 20 completed films. Arthur B. Krim, president, said yesterday at a press conference at the home office that there will be a minimum of 36 films during the year and the total may go to 48.

The scheduling conforms with exhibitor appeals for intelligently spaced releases of important pictures throughout an entire year. Krim said the company has been working toward this

(*Continued on page* 7)

Col. Elects 9 Directors

By WARREN HARRIS

(Picture on Page 3)

The election of nine directors was the principal item of business at the annual meeting of stockholders of Columbia Pictures at the home office, held here yesterday. A new contract between the company and Abe Montague, vice-president, and the issuance of stock options to five company executives were also approved and ratified.

Elected as directors were: Harry Cohn, president; A. Schneider, first vice-president; N. B. Spingold, vice-president; Montague, vice-president in charge of distribution; Ralph M.

(*Continued on page* 3)

Hyman 'Elated' Over U.A. Release Program

United Artists' announcement yesterday that it is inaugurating a new policy of scheduling the release of its important product, evenly spaced, a year in advance was hailed enthusiastically yesterday by Edward Hyman, American Broadcasting - Para-

(*Continued on page* 6)

EDITORIAL

U.A.'s Spaced Releases

By Sherwin Kane

EXHIBITORS IN ALL PARTS of the country who have been chafing under the restraints of release policies which earmark top product for major holidays and mid-summer will applaud United Artists' announcement, detailed in this issue, of a schedule of 16 quality features definitely set for release at regular intervals throughout 1958.

Arthur Krim, U. A. president, explained that the evenly spaced schedule, 12 months in advance, was the realization of an objective toward which his company has been working for three and one-half years, rather than a case of deferring to insistent exhibitor clamor.

Properly spaced top releases, he observed, are good business for the

(*Continued on page* 6)

U.A. Not in Market for More Theatres: Krim

The deal by which United Artists takes over operation of the Astor and Victoria Theatres on Broadway is not the beginning of a theatre acquisition program, Arthur Krim, U. A. president, said yesterday.

"We are not looking for other theatres," Krim said. "The reason the Astor-Victoria deal was made is in our new product situation—producing and scheduling a year's release of important product in advance. We have to protect producers by assuring them of a Broadway showcase."

PERSONAL MENTION

Kenneth N. Hargreaves, president of Rank Film Distributors of America, and Mrs. Hargreaves will leave New York today for Miami Beach.

•

Max E. Youngstein, vice-president of United Artists, and Bob Hope will return to New York tomorrow from London.

•

Joseph Hummel, vice-president of Warner Brothers International in charge of Continental Europe, will leave here today aboard the "United States" for Paris.

•

Robert A. Wile, 20th Century-Fox director of exhibitor relations, has left New York for Florida.

•

Virginia Rinaldi, secretary to Martin Quigley, Jr., has announced her engagement to Bartholomew Campanella, of Hackensack, N. J. The wedding is set for late next year.

•

Leo Pillot, exploitation manager for Rank Film Distributors of America, will return to New York today from the Coast.

•

Rodney Bush, 20th Century-Fox exploitation manager, has returned to New York from Hollywood.

•

J. Raymond Bell, public relations executive for Columbia Pictures, is in Philadelphia today from New York.

•

Victor Saville, British producer, and Mrs. Saville will arrive in New York from England today aboard the "Queen Elizabeth."

•

Charles "Bud" Barry, M-G-M vice-president in charge of TV, has returned to New York from the Coast.

Columbia to Distribute Full-Length 'Magoo'

Columbia Pictures yesterday announced completion of a deal between it and Stephen Bosustow, president of United Productions of America under the terms of which Columbia will release U.P.A.'s first full-length cartoon feature, "Magoo's Arabian Nights."

The production is set to go before the cameras on Dec. 15 and is scheduled for release in the autumn of 1958. Bosustow will produce, and Pete Burness direct. A musical score and numerous songs will be specially composed for the picture.

Numerous Holiday Dates Set for '80 Days'

Approximately 100 new dates for "Around the World in 80 Days" have been set for the Thanksgiving to New Year's period, W. J. Heineman, United Artists vice-president in charge of domestic distribution, reported yesterday. It will be returned to many of the same houses in that group on Washington's Birthday and at Easter, he said.

The Mike Todd production is playing in 68 theatres now, Heineman reported, and it is slated for many more openings in 1958. Most of the later engagements will be in the 35mm. version, inasmuch as the smaller centers into which it will go next cannot afford the Todd-AO equipment, it was explained.

Maryland Drive-In Files Anti-Trust Suit

From THE DAILY Bureau

WASHINGTON, Nov. 18. — A drive-in theatre in Trappe, Md., has brought an anti-trust suit against the eight major distributors, Allied Artists and the Chesapeake Theatre Corp., charging a conspiracy to give preferential treatment to Chesapeake theatres in its area. Peninsula Theatres, Inc., operators of the drive-in, is asking for a total of $300,000 in damages.

The theatre is located on Maryland's Eastern Shore, between the towns of Easton and Cambridge. There are two conventional theatres in each of these towns, all four operated by Chesapeake, which is a subsidiary of the Schine Circuit. The Trappe drive-in plays pictures 21 days after the Cambridge theatres.

Claims More Business than Schine

The drive-in claimed in its suit that it can do more business than the neighboring Schine theatres and therefore should not be subjected to clearance. It also maintained that the Schine chain played its pictures first in Easton and then waited five or six months to play them in Cambridge, thus insuring that the Trappe drive-in didn't get the films until its season was over and winter had set in.

Skouras to London

Spyros P. Skouras, president of 20th Century-Fox, flew to London yesterday to address the Royal Naval Film Corporation this evening on behalf of the American motion picture industry. Skouras will make his speech at the personal request of Earl Mountbatten, First Sea Lord, and president of the RNFC.

Cinemiracle Impresses Demonstration Guests

By WILLIAM R. WEAVER

LOS ANGELES, Nov. 18.—National Theatres' Cinemiracle process, first revealed to the press on June 23, 1955, and roundly praised in print, more than lived up to promises then made for it as demonstrated today at the same theatre to approximately the same newspaper, wire service and trade journal representatives.

Whereas the 1955 showing had to be conducted with borrowed Cinerama footage, and with black-and-white test footage, today's demonstration employed widely diversified scenes from the forthcoming "Cinemiracle Adventure," Louis de Rochemont feature production now being readied for spring exhibition. Shot in Eastman Color with a perfected three-camera unit utilizing Mitchell cameras and the Smith-Dietrich electronic lens-control mechanism, scenes exhibited were described by many present as the best three-panel product yet brought to the screen.

Held at Melrose Theatre

The Melrose Theatre, where the process was developed and today's demonstration held, is an average-sized neighborhood-type house that went dark early in 1955 and has been used as a laboratory for exhibition experimentation purposes since.

Remodelling to accommodate Cinemiracle's single-booth projection setup necessitated sacrifice of only 52 seats, which is the probable maximum requirement for installation in any theatre regardless of seating capacity.

The picture, referred to by NT president Elmer Rhoden as providing "wall-to-wall picture," is 63 by 23 feet. The equivalent set-up at the Mount Eden Theatre, New York, provides 81 by 34 feet.

Effective Sequences

Outstanding among the sequences projected in the demonstration were: submarine-deck episodes showing submerging, diving and resurfacing; seascape with four-master and battle ship crossing lanes; close-upped singing by a mixed chorus.

Seven-channel sound, with five speakers throughout the house, was used. Neither screen nor sound displayed distortion.

Jack L. Warner, whose company will produce "The Miracle" in Cinemiracle, attended the demonstration and spoke briefly.

N.Y. 'Wind' Bow Dec. 11

The world premiere of "Wild Is the Wind," Hal Wallis production for Paramount, will take place at the Astor Theatre here on the evening of Dec. 11.

RKO Theatres to Sell Tickets for 'Kwai'

**Thirty RKO circuit theatres in N
York City and as many in cit
reaching as far West as Cincinn
will participate in a huge ticket-s
ling campaign for the first East
Seaboard engagements of Colum
Pictures' "The Bridge On The Ri
Kwai."**

**The houses will show spec
"Kwai" trailers, display 40 by 6
distribute mail-order blanks and
vise their patrons that tickets for
premiere engagement of "Kwai" m
be ordered from theatre manag
In addition to New York and C
cinnati, the following cities will ta
part in the intensified campaign: D
ton, Columbus, Washington, Pro
dence, Newark, Trenton and N
Brunswick.**

May Offer Churubusco For Sale to Gov't.

Special to THE DAILY

MEXICO CITY, Nov. 18. — T
Churubusco Studios here, largest
Mexico, will be offered for sale to
Government if the Government
cides to reopen the Clasa studios,
cording to Emilio Azcarraga,
Churubuso board chairman. The G
ernment recently closed Clasa as
means of keeping Churubusco goi
Azcarraga, revealing a cumulat
deficit of $920,000 for Churubu
during the 11 years it has operat
largely blamed Clasa, which
Government had been running
some time, for financially embarra
ing his plant by attracting busin
because of slightly lower rates.

The technical and manual work
locals of the Picture Production Wo
ers Union (STPC) have been press
ing for the reopening of Clasa so
to provide another work source
many of its members.

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Single copies, 10c.

PEOPLE

Ienry H. Martin, newly-appointed ıeral sales manager of Universal tures, on Thursday will be host a luncheon for trade press editors l publishers at the Laurent Restau- t here.

□

ohn Allen Phelps, who has been ıager of the Princess Theatre, thage, Tenn., for the past two rs, has purchased the theatre and ipment from **E. C. Reeves** and **ncey White,** of Cooksville, Tenn.

□

ail Benedict has joined the spe- staff for the reserved-seat en- ement at the RKO Palace Theatre of Columbia's "The Bridge on River Kwai."

□

)avid Lipton, vice-president of versal Pictures, on Friday will ak on the subject of new star per- alities at the Miami Beach con- tion of Theatre Owners of Amer-

Raffle Chevrolet Pioneers Dinner

'he raffling of a 1958 Chevrolet the benefit of the Motion Picture ıeers Foundation will be a feature he organization's forthcoming din- honoring Joseph R. Vogel, presi- t of Loew's, Inc., which will be l at the Waldorf Astoria Grand lroom on Nov. 25.

n announcing the raffle, Howard tz, general chairman, said: "While annual Pioneer dinner serves as velcome and happy occasion for nds to meet and enjoy themselves, should remember that the basic of the organization is to raise ıey to help those of our industry are in need. Attendance at the ner and the generous purchase of le tickets will help the good work he Pioneers."

'he drawing for the car will be l at the dinner with all monies to to the Pioneers Foundation Fund. l E. Depinet is president of the neers and the Foundation Fund; rvin Kirsch is vice-president, Wil- ı J. German, treasurer, and George Dembow, secretary.

line' Business Good

All Mine to Give," the RKO pic- being released by Universal, is ieving outstanding grosses through- the Wisconsin territory where it ned territorial engagements last ek, Universal reported yesterday. the Raulf in Oshkosh, where it l its world premiere, it did $2,400 four days, not including the prem- evening. Also said to be typical re grosses at the Capitol, Madison, ere it did $4,300 in four days and Palace in Milwaukee where the ıre was $4,100 for three days.

M. P. DAILY picture

THE STOCKHOLDER HAD HIS DAY [and his say] yesterday over at Columbia's home office. Arrayed here, ready to hear, answer, and explain are directors and officers Mendel Silberberg, Leo Jaffe, A. M. Sonnabend, Ralph Cohn, Charles Schwartz, Harry Cohn, Abe Schneider, Abe Montague, Nate Spingold, Alfred Hart, and Leo M. Blancke.

Columbia Elects 9 to Board

(*Continued from page 1*)

Cohn, vice-president and general manager of Screen Gems, Inc.; Leo M. Blancke, member of the firm of Hemphill, Noyes & Co., investment bankers; Donald S. Stralem, member of the firm of Hallgarten & Co., investment bankers; Alfred Hart, president of the City National Bank of Beverly Hills, Calif.; and Abraham M. Sonnabend, president of the Hotel Corporation of America, Botany Mills, Inc., and Sonnabend Associated Properties, Inc. They were elected by a vote of 1,027,463 shares, which is over 90 per cent of the 1,150,871 shares of common stock of the corporation outstanding.

New Pact for Montague

Montague, who has been with Columbia since 1929, will receive a weekly salary of $2,500 under his new contract, the same compensation which was in effect under his prior contract with the company. The new contract is for a period of five years, commencing June 1, 1957, and effects Montague's employment as a senior executive with supervisory control over the corporation's domestic sales division.

Stock options were granted to the following executives: Leo Jaffe, treasurer, 5,000 shares of common stock at $16.74 per share; Rube Jackter, general domestic sales manager, 3,500 shares of common stock at $19 per share; Lacy W Kastner, president of Columbia Pictures International Corp., 3,500 shares of common stock at $19 per share; M. J. Frankovich, managing director of Columbia Pictures Corporation, Ltd., British subsidiary of Columbia International, 1,500 shares of common stock at $19 per share; John Mitchell, vice-president of Screen Gems, 1,500 shares of common stock at $17.575 per share. The market price of Columbia's common stock was $14⅛ on October 22, 1957.

In answer to a stockholder's question, Schneider said that the company's domestic business was down "15 to 20 per cent" for the first two quarters of this year, but added that business was expected to take a sharp upswing with the release of such pictures as "Operation Mad Ball," "Pal Joey" and "The Bridge on the River Kwai."

Queried on Pay-TV

Questioned on what Columbia planned to do about pay-TV, Montague said that if the current experiment in Bartlesville, Okla., works out, toll television "can add greatly to the income of the producer and the distributor." He said that the Bartlesville theatres had not been affected by the experiment there and envisioned the possible day and dating of pictures in theatres and on television.

Harry Cohn said that the continued profitability of the company "all depends on how lucky I am in getting great pictures." He said that motion picture making was "a tough business" and that stars who demanded participation deals weren't making it any easier. "But if Marlon Brando came to me with a deal asking 50 per cent for himself, I'd kiss him," Cohn said.

At the conclusion of the stockholders meeting, the board of directors elected the following officers of the corporation at its initial meeting: Harry Cohn, president; A. Schneider, first vice-pesident; A. Montague, vice-president; N. B. Spingold, vicepresident; Leo Jaffe, vice-president and treasurer; B. B. Kahane, vice-president; L. J. Barbano, vice-president; Paul N. Lazarus, Jr., vice-president; M. Wormser, vice-president; J. A. McConville, vice-president; B. Birnbaum, assistant secretary and assistant treasurer; C. Schwartz, secretary; D. G. Cassell, assistant secretary; and A. Levy, controller.

H. L. Lavietes Dies

NEW HAVEN, Conn., Nov. 18.—Harry L. Lavietes, 73, veteran Connecticut theatre owner, manufacturer and political leader, is dead.

Regal Schedules 10 Films for Production

From THE DAILY Bureau

HOLLYWOOD, Nov. 18.—Regal Films' greatest production activity since the formation of the company has been scheduled for the next three months with 10 features, five in color, scheduled to start, it was announced by E. J. Baumgarten, president, and Robert L. Lippert, liaison for Regal and 20th-Fox, the releasing organization.

"Because of the excellent exhibitor acceptance of Regal Films at a time when there continues to be a shortage of product, all budgets on new pictures starting have been doubled or tripled from last year," according to Baumgarten. It was also announced that 20th-Fox will back up the release of the Regal program with an extensive trade and exhibitor advertising campaign and will identify the product as showmanship pictures.

Now Shooting 'Desert Hell'

Now before the cameras is "Desert Hell." Set to start in December is "Gang War," and in January-February are "Sierra Baron," "Villa!," "Secret of the Purple Reef" and "Little Savage," all in De Luxe color. "The Fly" is scheduled for January and "Hollywood Expose," plus two untitled films have been slated for February.

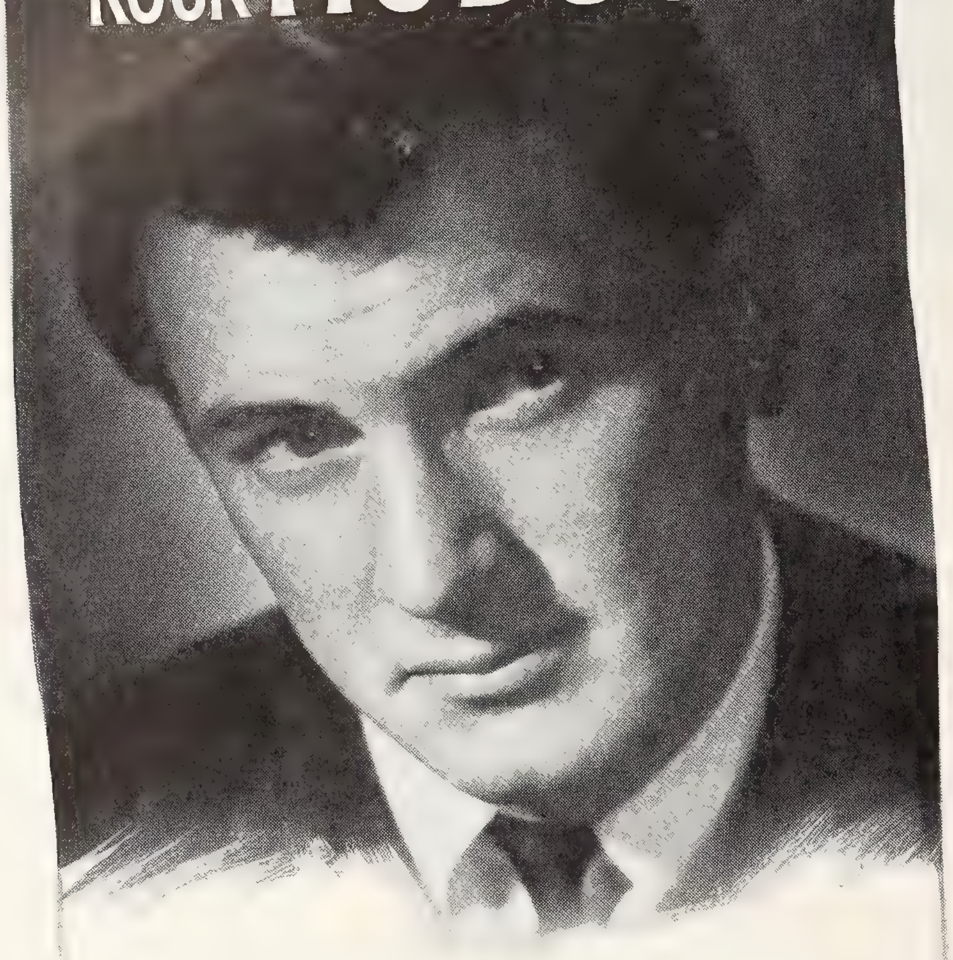
Decca Acquires 6,500 More 'U' Stock Shares

Decca Records continues to acquire Universal Pictures stock, it has been reported to the Securities & Exchange Commission. In October, Decca added 6,500 shares to its already acquired 752,085 shares of the film company.

It was also reported to the SEC that holdings in Walt Disney Productions show a voting trust bundle of 708,330 shares. President Roy O. Disney holds 98,619 shares.

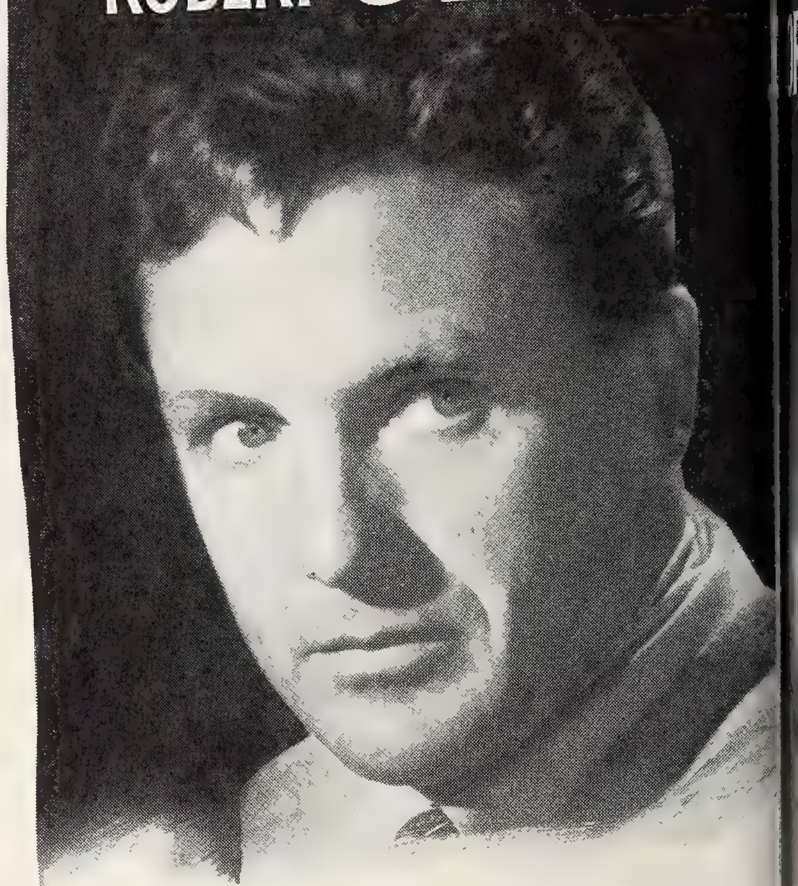
THE SAME 3 EXCITING *Star*
THAT GAV

ROCK **HUDSON**



BURKE...he had heard all the whispers. He knew just what La Verne was—but he also knew that he loved her!

ROBERT **STACK**



ROGER...he won La Verne on a throw of the dice. He gave her his name—and took everything else!

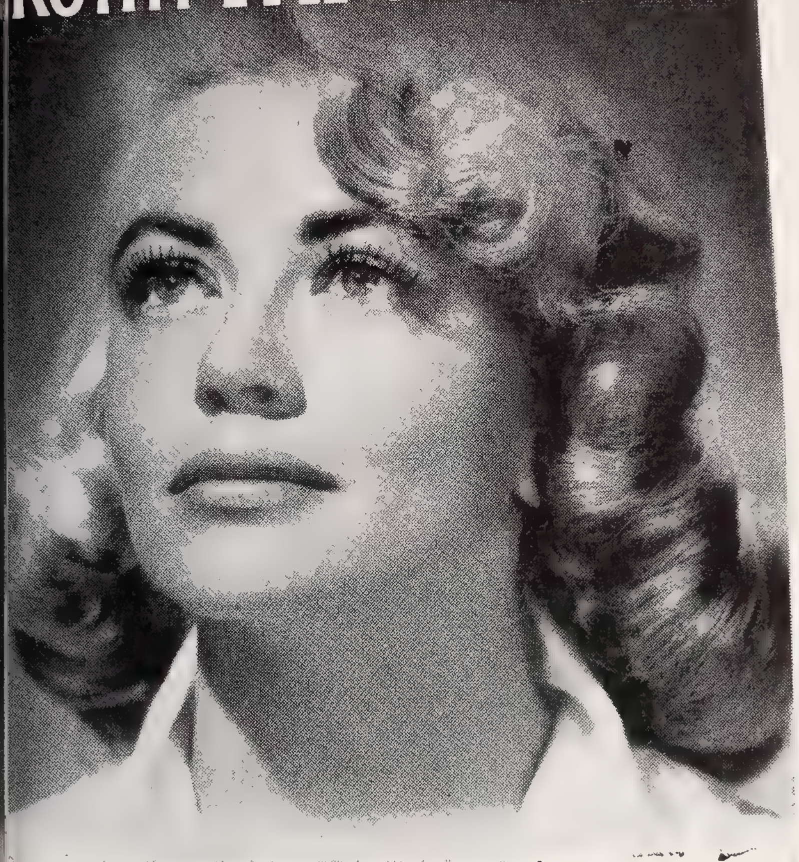
The TARNISHED

CINEMASCOPE

co-starring **ROBERT MIDDLETON** with **ROBERT J. WILKE**. Directed by DOUGLAS

HE SAME JOLTING IMPACT!
Written on the Wind"
SUCH BOX OFFICE POWER!

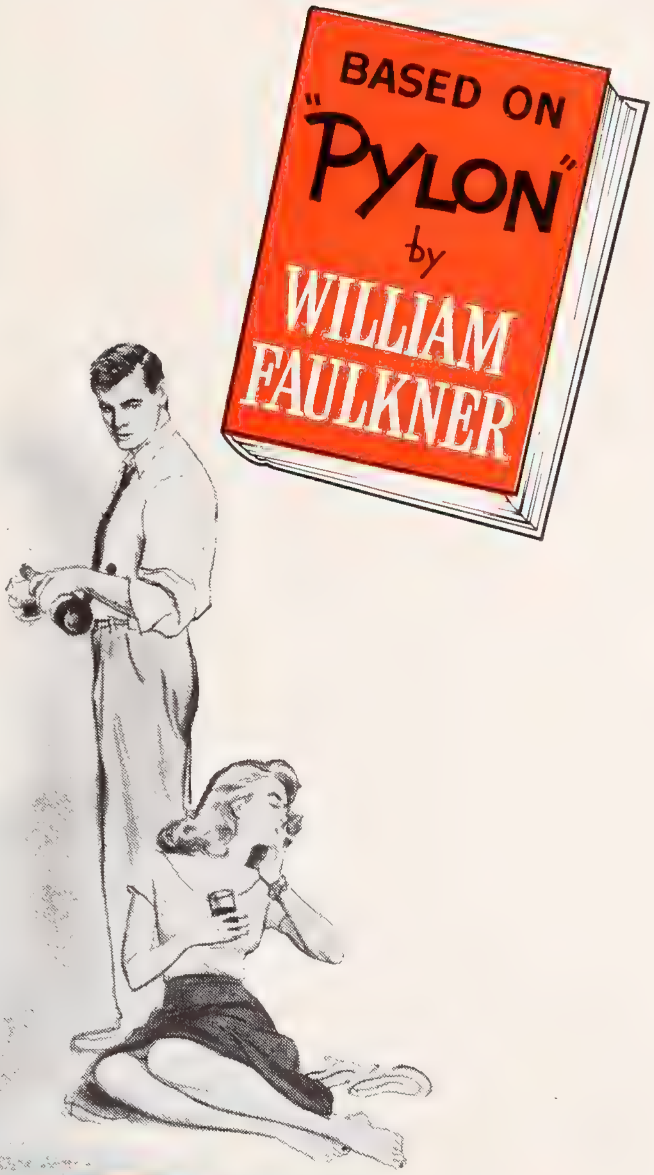
ROTHY **MALONE**



LA VERNE...she was sixteen
when she found a dream—
and she followed it
all the way to Hell!

THE BOLDEST AUTHOR
OF OUR TIME!

**THE BOOK THEY
SAID COULD NEVER
BE FILMED!**



JACK **CARSON**

ANGELS

Universal International

renplay by GEORGE ZUCKERMAN · Produced by ALBERT ZUGSMITH · A UNIVERSAL-INTERNATIONAL PICTURE

Goldwyn Is Optimistic On Hollywood Future

Special to THE DAILY

SAN FRANCISCO, Nov. 18 – With a spryness that belied his 75 years Samuel Goldwyn discoursed today on a number of topics outside the court while he waited for his scheduled appearance on the stand. "Things are none too rosy in Hollywood now," he said, "but I'm optimistic."

And a sample Goldwynism: "what does the U.S. need a sputnik for? we've got Mike Todd."

Goldwyn, who hired Cecil B. DeMille to direct his first picture at $100 a week blamed much of Hollywood's decline on the lack of good pictures. "You can't have good films without good stories," he said, "And today if a fellow writes a good letter he gets a job on TV."

Hear Goldwyn

(*Continued from page* 1)

Theatres and others. Called by his attorney, Joseph L. Alioto, the veteran producer testified before Federal Judge Edward P. Murphy details of a dispute which arose between him and the late Charles Skouras, then head of Fox Theatres, at a series of meetings late in 1946 and early in 1947 over terms for exhibiting "The Best Years of Our Lives."

Goldwyn said Skouras demanded, on a 70-30 split of profits from showing the film that Fox Theatres should be guaranteed 15 per cent of the box office grosses and the other 15 per cent after expenses. Goldwyn said he told Skouras the terms were "far too high," but finally agreed.

Then, in February of 1947, the witness continued, he told Skouras his accountants had reported the expenses charged against the film were exorbitant and asked for an audit of the theatre books. "Skouras refused to let us make an audit," Goldwyn testified, "and flatly told me I would have to take his word for it. He said the profits for the film were not good and that was the reason I was not getting the money I thought I should."

Other than sketching briefly his 45-year career in the film business, this was the extent of Goldwyn's direct examination and the packed court room sat back in anticipation of the start of a rigorous cross examination by attorney Arthur B. Dunne for the defense.

Without rising from his chair, Dunne then replied: "No cross examination."

Hal Roach Jr., Plans 12 With Hittleman Prods.

From THE DAILY Bureau

HOLLYWOOD, Nov. 18. – Hal Roach, Jr., today announced he will produce 12 theatrical pictures, in association with Carl K. Hittleman Productions, starting with "Pirate Woman" Jan. 15. Distribution arrangements will be announced shortly.

EDITORIAL

(CONTINUED FROM PAGE I)

distributor as well as the exhibitor. Consequently, U. A. has bent its efforts in recent years to a financial and production status that now makes possible the definite scheduling of top quality releases for a full year in advance.

The policy gives exhibitors opportunity to plan campaigns on each picture far in advance. The advantages of that to the distributor as well as the theatre are obvious. It also makes strong product available when the market is most in need of it in consequence of other distributors holding back product for seasonal release, when the biggest pictures compete against each other instead of the lesser competition, and when the most desirable first run theatres cannot absorb all the product suddenly loosed upon the market.

A most interesting phase of the United Artists announcement is that glib trade "experts" commonly have attempted to "explain" the seasonal and holiday release of top product by attributing it to the insistence of the ever-increasing number of independent producers, over whom the distributor presumably exercises no control.

United Artists now demonstrates how worthless such "expert" explanations were.

Here is a company, the first to announce the much desired releasing reform, which not only does so voluntarily or, rather, as a desirable business policy, but which also is totally dependent for its product supply on independent producers.

It is obvious that what United Artists can do, other companies can do. And to their own profit, as well as the exhibitor's, should do.

Who's next?

U.A. Favors Extended Clearance Over Video

United Artists is in favor of granting theatres extending clearance over television, as is being urged by exhibitors in many parts of the country, provided arrangements for so doing are made on an all-industry basis, Arthur Krim, U.A. president told a press conference here yesterday. Exhibitors have suggested a minimum of five years be established between the last theatrical exhibition of a picture and its appearance on TV in order to counteract what is believed to be a widespread impression among the public that any film soon will be available on television. This public misconception is believed to explain why many people are attending theatres less frequently.

Krim said that U.A. could not oppose its producers on this question if other companies declined to guarantee some specific, long term interval between theatrical and TV showings. He recalled that U.A. had opposed the sale of film backlogs to TV for long but when other companies sold their libraries U.A. no longer was in a position to hold out. There are parallels in the present matter, he indicated.

Robert Benjamin, U.A. board chairman, pointed out that there is a "serious legal problem" involved in concerted action to withhold product from TV, which also must be considered.

William J. Heineman, domestic distribution vice-president, said other problems, too, must be resolved, such as, where the clearance begins—from the first engagement of a picture or the end of its last theatrical booking?

Territorial Releasing Has Drawbacks: Krim

Releasing on a territorial basis, as suggested at the Allied States Association convention last month, cannot be done except on a unanimous agreement basis, in the opinion of Arthur B. Krim, president of United Artists.

"This releasing system has been tried by United Artists," William J. Heineman, vice-president in charge of distribution, said at the UA press conference yesterday, "but a picture with a national flavor loses some of its value in the delayed area. Also, extors object."

One of the recent suggestions on territorial releasing was that the country be divided into three sections so that more prints could be made available in each area.

"There is a serious question about the legality of making a general agreement on this basis," said Robert S. Benjamin, chairman of the board of UA.

Sign 'Stage' Deal

An agreement calling for the joint release and promotion of "Stage Struck" by Buena Vista Film Distribution and RKO Radio was announced here yesterday by Leo F. Samuels, general sales manager of Buena Vista, and Walter E. Branson, vice-president in charge of worldwide distribution of RKO.

Reno Exhibitor Dies

PALM DESERT, Calif., Nov. 18.—Ward Henderson, co-owner of the El Rancho Drive-In in Reno, died here last week. He had been in ill health for several months.

UA's TV Production Will Start Promptly

**United Artists will begin pro
tion of its own films for telev
promptly after Bruce G. Eells, n
appointed executive vice-presiden
U. A. Television, Inc., takes over
new post early in December, Ar
Krim, U. A. president, said yester**

**Krim said U.A. expects to use m
of the stars, producers and other
ent associated with the compan
the new TV productions. They
expected to be ready for the 1958
season next fall, Krim said.**

Hyman 'Elate

(*Continued from page* 1)

mount Theatres vice-president,
with Leonard Goldenson, AB
president, has led a two-year
paign for the intelligent spacin
releases scheduled, well in adva
by all companies.

"We are elated," Hyman saic
hearing of the U. A. announcem
"I have an appointment with Ar
Krim and Robert Benjamin on Th
day and certainly will congratu
them when I see them."

Hyman disclosed that he has a
doned plans announced some
ago to call exhibitor leaders into
York from all parts of the cou
to meet with distribution execu
in an effort to persuade them to c
scheduling release of large num
of top quality product on major
days and in mid-summer, with few
portant pictures at other times.

Favors Individual Conference

Instead, Hyman said, he will
tinue individual meetings with
distribution officials himself and
report results to key exhibitors in
field interested in the campaign to
tain intelligent spacing of top rele
throughout the year.

He indicated that in meetings
distribution executives on the
ject, held thus far, he has rece
definite encouragement.

Honor Jack Cohn

(*Continued from page* 1)

Judge Ferdinand Pecora eulogize
former vice-president of Colur
Pictures and unveil a plaque w
will be placed in the Columbia h
office building.

Cohn's family was in the first r
and included his sons Ralph and
ert, his brothers Nat and Harry,
his widow.

Depinet suggested those pre
could attempt to carry on Co
philanthropies. Pecora spoke of
loss of a personal friend, whom ev
one liked and admired for his g
ness of heart.

Industry representatives were f
studios, theatres and sales offices,
responded to a telegram which
gested they come "if they wishe
attend." 800 came.—F.E.S.

A Slates 16 Films in a Spaced-Release Plan

ulmination of hree-Year ffort: Krim

Big Pictures Every Month Seen Assured

M. P. DAILY picture

NEVER DONE BEFORE, an advertisement—and an interview—based upon an entire year's pictures, United Artists president Arthur B. Krim claims, as his associates and newsmen examine the two page "spread." With him, James Velde, William Heineman, Robert Benjamin, Roger Lewis, and Arnold Picker.

(*Continued from page* 1)

d release goal for the past three

e completed schedule represents ivestment of $35,000,000, Krim l, and the company is now work- ut a plan for a full year's re- for 1959. The purpose is to at least four important produc- every three months.

'e are not withholding releases," Krim. "This has never been done e. By the time we get the 1958 completed we will have an tory investment of $60,000,000. an't have a big one every month e year. This is not a trend; it result of long-range planning. te exhibitors have been passing itions about spaced releases. Ap- tly they have not noticed our iction announcements."

our in First Three Months

ring the January-February- h quarter the four top attraction ses will be: "Legend of the Lost," irama, Technicolor production ng John Wayne, Sophia Loren, no Brazzi, produced and directed enry Hathaway for Batjac Pro- ons; "The Quiet American," star- Audie Murphy, Michael Red- , Claude Dauphin, Georgia Moll, n and directed by Joseph L. iewicz for Figaro, Inc.; "Paths ory," starring Kirk Douglas, co- ng Ralph Meeker and Adolphe ou and directed by Stanley ck, and "Witness for the Pro- ion," starring Tyrone Power, ne Dietrich and Charles Laugh- under the direction of Billy er.

aths of Glory" will be shown in Angeles and New York before year-end in order to qualify it n Academy Award nomination; "Witness for the Prosecution" will open December 17 in Los Angeles for the same reason.

The April-May-June releases will be: "Run Silent, Run Deep," starring Clark Gable and Burt Lancaster, and directed by Robert Wise, with Harold Hecht as producer; "Paris Holiday," Technirama, Technicolor picture starring Bob Hope, Fernandel, Anita Ekberg and Martha Hyer, with direction by Gerd Oswald for Tolda Productions; "God's Little Acre," starring Robert Ryan, Aldo Ray, and Tina Louise, which was directed by Anthony Mann and produced by Sidney Harmon from the Erskine Caldwell novel for Security Pictures, and "Thunder Road," starring Robert Mitchum and directed by Arthur Ripley.

Plans for Latter Half of Year

July-August-September: "The Big Country," Technirama and Technicolor production starring Gregory Peck, Jean Simmons, Carroll Baker, Charlton Heston and Burl Ives, and directed and produced by William Wyler and Gregory Peck; "The Vikings," Technirama and Technicolor, starring Kirk Douglas, Tony Curtis, Ernest Borgnine and Janet Leigh, directed by Richard Fleischer and produced by Jerry Bresler; "Kings Go Forth," starring Frank Sinatra, Tony Curtis and Natalie Wood, directed by Delmer Daves and produced by Frank Ross; "China Doll," starring Victor Mature and produced and directed by Frank Borzage.

October - November - December: "Separate Tables," starring Rita Hayworth, Deborah Kerr, David Niven, Wendy Hiller and Burt Lancaster; "Man of the West," starring Gary Cooper, in color, Mirisch Co. production; "The Barbara Graham Story," starring Susan Hayward, directed by Robert Wise and produced by Walter Wanger for Figaro, Inc., and for Christmas 1958, Burt Lancaster in "The Unforgiven."

In the formal announcement of this lineup there will be a notation: "Keep This Ad and Check Our Performance Against Our Promise."

In commenting on this release schedule William J. Heineman, vice-president in charge of distribution, stressed there are no slack periods.

"In the past," he said, "we have at times been forced to release pictures before full print deliveries and before the advertising material has been completed. Now we are fully prepared. It will be possible for an exhibitor to lay out his plans for a year ahead." He said no company ever before has scheduled a definite year's releases in advance.

17 Chosen for 1959

To indicate that the policy will be continued Krim said that early in 1958 the schedule for 1959 will be started. Seventeen titles have been chosen and casting has been started on most of these. This list includes: "Hole in the Head," with Frank Sinatra; "Goya," with Ava Gardner; "Between Thunder and the Sun," Susan Hayward; "Kimberly," Burt Lancaster; "Pork Chop Hill," Gregory Peck; "The Shadow," Kirk Douglas; "My Sister and I," Audrey Hepburn; "The Lost Steps," Tyrone Power; "Solomon and Sheba," Gina Lollobrigida; "Thieves' Market," Tony Curtis; "The Seven File," Richard Widmark; "Escort West," Victor Mature; "Cast A Long Shadow," Audie Murphy; "The Phoenix," Jeff Chandler and Martine Carole; "Inherit the Wind," to be produced by Stanley Kramer, "Invitation to a Gunfighter," another Kramer production, and "The Staked Plains," with Henry Fonda as producer and star.

Krim said U. A. regards the product announcement as "the most significant of the periodic progress reports" his administration has been making to the trade since it took over the U. A. reins in 1951 because it represents "not just another step forward, but a change in the complexion of the company toward which we've been working for a long time."

U. A.'s new public financing from its first sale of securities in the open market has made possible the company's ability to complete an entire year's schedule in advance, Krim said. It is a change in the complexion of the company, he explained, because U. A. hopes to do the same every year hereafter.

'A Definite Goal,' Says Krim

He emphasized that the announcement was not the result of the recent national exhibitor agitation for intelligently spaced releases of important product throughout the year but, rather, a definite goal toward which U. A. has striven for some time.

"We never intended that our big pictures should be held up for holidays or seasonal release," Krim said. "We have released our big ones when they were ready, but if we had only six big ones during a year, obviously we couldn't release a big one every month of the year. That is made possible now by the realization of our long-time planning."

A year from now, Krim said, U. A. will be in a position to name two to two and one-half releases per month, intelligently spaced, for the year 1959. It will have in production next year a minimum of 24 top quality films for that purpose.

Heineman interposed that intelligently spaced releases over a year are "good for both exhibitor and distributor."

Officials Attend

Also at the press conference were Arnold Picker, vice-president in charge of foreign distribution; James Velde, assistant to Heineman; Roger Lewis, advertising-publicity director; Mort Nathanson, publicity manager; Al Tamarin, of the newly formed U. A. record company executive staff, and Burt Sloane, trade press

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t U.A. Platters Out Dec. 9

"enthusiastic" report on United s' new record division was pre- d for Max E. Youngstein, vice- lent in charge of the operation, l Tamarin, one of his aides, at ome office yesterday. Youngstein Europe in connection with s Holiday," a recently completed release.

marin said the U. A. records divi- first four sides have been com- d. The first release, based on end of the Lost," will go out 9. Prospects for the division are lent, Tamarin said.

Hiatus in Production Of UA Program Films

United Artists has about 20 features of program calibre completed at this time and will discontinue their production for the immediate future, Arthur Krim, president, said yesterday.

This is a temporary measure, he emphasized, and production of program pictures will be reactivated by U. A. producers in five or six months to provide an adequate number for 1959 release, Krim said.

Indianapolis Conciliation Meeting Is Postponed

Special to THE DAILY

INDIANAPOLIS, Nov. 18. – The conciliation meeting requested by Syndicate Theatres to seek adjustment on Warner Bros.' "Giant" scheduled for last Friday at the Warner branch office here was postponed on account of the illness of J. P. Finneran, president of Syndicate. A new date has not been set, Claude W. McKean, Warner branch manager, said.

Tax, Censors

(*Continued from page* 1)

one per cent to one-half of one per cent was defeated. In Montana the tax on gross income of theatres was repealed. In North Carolina theatres were given a slightly lower schedule.

In Pennsylvania a bill to abolish local amusement taxes was vetoed by the Governor. In Nebraska a bill calling for amusement taxes of five cents per person was defeated. Texas exempted admissions under $1. North Dakota reenacted a two per cent sales tax which applies to tickets. This will run two years. Connecticut passed a law making the three per cent sales tax permanent. Rhode Island and Arkansas increased sales taxes from two to three per cent. Maine defeated a measure to apply sales taxes to film rentals. Florida defeated two such measures in committee.

Wage Bills in Many States

Minimum wage bills were introduced in many states, but were defeated in most of them.

Censorship bills were numerous. Several introduced in New York were defeated. Governor Harriman vetoed a proposed decrease in fees. Ohio did not restore censorship. In Pennsylvania six censorship bills were defeated. "Island In the Sun" stirred up various types of censorship measures in South Carolina, Alabama and Jacksonville, the report stated.

Philip F. Harling, chairman of the Small Business Administration Committee, will report on the rules governing loans for theatre construction, covering all the developments up to April 15.

Brylawski to Report

National Legislative Committee activities will be detailed by A. Julian Brylawski, chairman. He appeared at a number of hearings in Washington.

Hulda McGinn, legislative advocate for the North California Theatre Association will report that in California 7,975 bills were introduced during the legislative session and it was necessary to study all of them.

Tex McCrary, chairman of the board of Tex McCrary, Inc., public relations firm, will call his report "Facing Up to Competition." He is to present a variety of statistics affecting exhibition, including reference to television, the migration to the suburbs and do-it-yourself.

Elect Lavezzi

(*Continued from page* 1)

Davee's unexpired term as director was filled by the election of Fred Auhauser, of Propection Optics Co., Rochester. With them were also elected Erwin Wagner, of Wagner Sign Service, Chicago, and A. J. Platte, of RCA, who were also elected to serve one-year terms.

The other directors whose terms expire this year and who were not candidates for reelection are J. F. O'Brien, J. A. Fetherston and M. H. Stevenson. They resigned to enter fields not associated with the theatre equipment business.

At today's general meeting of TESMA an amendment was added to its by-laws in order to provide for the first time the chairmanship of the board for its retiring president. Lee Jones, the retiring chief executive, will now serve two years as board chairman and then automatically become honorary chairman for another two years. In the past the retiring president only became an honorary member of the board.

Plaque to Jones

The retiring president today was presented with a bronze plaque by the general membership of TESMA in behalf of his leadership and cooperation during his term. The presentation was made by V. J. Nolan of National Carbon Co., who was also elected to another three-year term as member of the board along with Arthur E. Meyer of Simplex Equipment Co., William Gedris of Ideal Seating Co. and J. Robert Hoff of the Ballatyne Co.

Meyer and Nolan are incumbent, while Hoff was past president and recently honorary member of the board. Gedris has served as director in a prior term.

Both organizations of dealers and manufacturers paid high tribute to the late Oscar Neu, president of Neumade Products Corp., who was a founder of TESMA and for many years a very active worker in the motion picture equipment industry.

Colvin Proposal Presented

Ray Colvin, executive director of Theatre Equipment Dealers Association, stated at the general business meeting today that he would propose a "planning commission" to find ways and means in coordinating methods and efforts for a better understanding of the many problems facing both the supply dealer and the theatre equipment manufacturer today.

At the board meeting of TEDA Saturday afternoon election of directors was held, including a new one, Carl White of the Quality Theatre Supply Co. of Omaha, who will serve for two years. Reelected for another three-year term were Ray Busler of the United Theatre Supply Co., Tampa, Fla.; Ernie Forbes, Ernie Forbes Theatre Supply, Detroit; and Phil Wicker of Standard Theatre Supply, Greensboro, N. C. Ray Colvin is still executive director, and J. Eldon Peek is also chairman of the board for another term. F. E. Peters of the Dominion Sound Equipment, Ltd., of Montreal, was appointed spokesman for the Canadian members of TEDA.

On Sunday a combined TESMA-TEDA luncheon was held in the Medallino Room of the Americana. More than 100 dealers and manufacturers attended the affair, which was sponsored by the Projection Optics Co. Colvin acted as master of ceremonies and introduced the various speakers, who included Nathan D. Golden, repsenting the U. S. Department of Commerce. Nathan spoke of the important role that the supplier and the equipment manufacturer can again play in any national emergency for industrial defense. He added that in his many surveys he has found that the future of the motion picture in the theatre represents a greater natural asset because of the ever-growing audience of teen-agers.

Television Today

Sees P. R. Units Marking TV's Next Big Advance

Special to THE DAILY

PHILADELPHIA, Nov. 18.–The next big advance in television programs, audiences and billings may be sparked by the public relations departments of big companies, said Oliver Treyz, American Broadcasting Company vice-president in charge of television, as he addressed the tenth annual convention of the Public Relations Society of America at a meeting held in the Sheraton Hotel here.

Treyz stressed that "Television is a great news medium–and American business makes news. Corporate messages on TV often are as timely–and should be as timely as news can be.

"It is vitally important today," he continued "that businessmen make use of every medium of mass communication. They rely on your help as public relations specialists to improve continuously the public's image of our system of free enterprise."

AB-PT Directors Declare Dividends of 25 cents

Dividends of 25 cents per share on the corporation's outstanding common stock and 25 cents per share on the outstanding preferred stock have been declared by the board of directors of American Broadcasting-Paramount Theatres, Inc. president Leonard H. Goldenson announced yesterday.

WOWL Joins CBS-TV

Station WOWL-TV, Florence, Ala., has joined CBS Television Network as a non-interconnected station under the Extended Market Plan, it was announced by Edmund C. Bunker, vice-president and director of station relations of CBS Television.

FCC Repeats It Is Not Considering Cable-TV

From THE DAILY Bureau

WASHINGTON, Nov. 18. – Federal Communications Commis again emphasized today that commission's current subscription vision proceedings do not inv projects for theatres and homes ploying common carrier or pri cable facilities.

"These and other closed-circuit operations, not being transmitted the air, do not require commis licensing," the FCC said. Howe it cautioned, the commission have authority "to curb any type radiation which causes interfere to regular radio services."

The FCC comments were tained in a general information lease issued by the commission s marizing all the developments to in the subscription television proc ings. The commission again asse that at this stage of the proceed it is not selecting any partic method of subscription television merely attempting to get informa on different methods to detern whether subscription television sh be authorized permanently.

ABC Affiliates to Mee In Chicago Tomorrow

ABC Television primary affili will meet tomorrow in Chica Blackstone Hotel, it was announ yesterday by Oliver E. Treys, A vice-president in charge of televis

Tomorrow's morning session in Blackstone's Crystal Room will devoted to a report of the prog achieved thus far in the new seas and a discussion of future plans. A Television promotion plans will discussed at the afternoon session.

Foreign Films

(*Continued from page* 1)

and has set up a unit for import films.

A great many exhibitors, he s have been forced by necessity or duced by the success of competi to initiate full or part time spe theatre policies in the border theatres.

There is profit in foreign films, declared, for those who "dig" for but it is necessary to handle the port films differently from the regu domestic product. He recomme talks before women's clubs, Pare Teacher Associations, Lawyers Gui and the like.

"Considering the over-all state the industry, the success of the s cialized theatres throughout the co try is indeed heartening," he concl ed.

All
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MOTION PICTURE DAILY

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L. 2, NO. 98 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 20, 1957 TEN CENTS

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Joint Conference Is Vay to Solve Problem

By J. A. OTTEN

rom THE DAILY Bureau

HINGTON, Nov. 19.—Eric
n, president of the Motion
Association of America, has
to Ben Marcus, president of
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Continued on page 6)

-Fox Board Okays Contract for Adler

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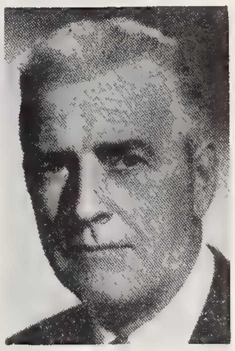

Buddy Adler

(Continued on page 7)

elevision Today

Page 6

Radio, TV Study Slated

From THE DAILY Bureau

WASHINGTON, Nov. 19 – The Catholic Bishops of the United States have appointed a committee to study ways and means of evaluating television and radio programs. The scope of the Episcopal Committee on Motion Pictures, the policy-making committee whose arm is the National Legion of Decency, will be extended to embrace the other two media.

The decision of the bishops, made last week during their annual meeting

(*Continued on page* 6)

REVIEW:

The Bridge on The River Kwai

Spiegel—Columbia—CinemaScope

THEORISTS who assert that the motion picture is the most perfect medium yet devised by man by which to tell a story—simply out of the pleasure of story-telling—will find one of the strongest arguments to date in Sam Spiegel's "The Bridge on the River Kwai." This exciting and monumental film, which was spectacularly produced in CinemaScope and color by Technicolor, has many other special and memorable qualities which will be discussed here in due course. But this is the best of its merits; it's a rousing adventure story told with the facility, swiftness, and sense of reality that only the motion picture—on a large theatre screen—can provide.

It is the sheer fascination of the story that will first draw large worldwide audiences to this film—that, coupled with the international appeal of its three stars, William Holden, Alec Guinness, and Jack Hawkins. And once the word-of-mouth starts rolling the lines at the box office will grow—all the way from Oshkosh, Wisc., to Ceylon (where the picture was filmed), in both directions.

It is hard to imagine any theatre-goer, anywhere, young or old, who will not be swept up immediately in the excitement of this story, which

(*Continued on page* 3)

Production-by-Circuits Supported

Stellings Named TOA Head for Second Term

Reports to Board on Progress in More Product, Orderly Spacing of Releases

By MARTIN QUIGLEY, JR.

MIAMI BEACH, Nov. 19—Ernest G. Stellings, head of Stewart & Everett Theatres, was reelected president of Theatres Owners of America when the board of directors and executive committee met today at the Americana Hotel here. He was the choice of the nominating committee which assembled yesterday.

Ernest Stellings

Burton I. Jones was committee chairman. Members of the nominating committee included Albert Forman, Paul Krueger, Albert M. Pickus, Henry G.

(*Continued on page* 8)

TOA Backs Allied Plea For Theatre-Tax Table

Special to THE DAILY

MIAMI BEACH, Nov. 19 – Theatre Owners of America is ready to go along with Allied States Association in support of that organization's proposal to seek a retroactive accelerated depreciation tax table for motion pictures theatres, it was announced today by Ernest Stellings and Herman M. Levy at a press conference.

Stellings said that he will name a committee to work with Allied to try to achieve the goal. The novel plan for providing relief to exhibitors without hurting in any way either pro-

(*Continued on page* 8)

UA WELCOME TOA DELEGATES! UA

PERSONAL MENTION

CHARLES BOASBERG, worldwide sales manager for Paramount's "The Ten Commandments," has returned to New York from Jacksonville.

•

Harold Hackett, president of Official Films, will leave here tomorrow for London via B.O.A.C.

•

Capt. Jan R. Maxwell, Rank Organization producer, has arrived in New York from London.

•

D. Goodlatte, managing director of Associated British Pictures, Ltd., and Mrs. Goodlatte will return to England today aboard the "Queen Elizabeth."

•

John G. Moore, Paramount Mid-Eastern division manager, and Ulrik F. Smith, Philadelphia branch manager, were in New York yesterday from the Quaker City.

•

Harold Hecht has returned to New York from London via B.O.A.C.

•

Carlo Ponti, Italian producer, has arrived in Hollywood from Europe.

Nominate Meinhardt As Tent 35 Chief Barker

Ira Meinhardt, attorney and "fixer" of Tent 35, Variety Club of New York, has been nominated for the post of chief barker of the New York Tent, heading a slate to be voted on at an annual membership and elections meeting to be held Dec. 3 at Toots Shor's restaurant here.

Meinhardt would succeed Harold J. Klein, who has served as chief barker for the past several years.

Other officers nominated are: Charles Smakwitz, first assistant chief barker; Irving Dollinger, second assistant; Wilford W. Bower, property master, and Jack H. Hoffberg, dough guy.

Nominated for canvasmen are: Charles Alicoate, Erwin Freedman, Harold M. Hoffman, Sherwin Kane, Martin Kornbluth, Jack Levin, Larry Morris, Charles L. Okun, David Picker, Norman Robbins, Arthur M. Rosen, Ernest Sands, Morris Sanders, Robert K. Shapiro, Saul Trauner and George Waldman.

Additional nominations may be made by petition signed by a minimum of 10 members in good standing, presented not later than Nov. 26.

TRADEWISE

By ONLOOKER

ADDRESSING the British Commonwealth Press at a dinner in London this week, John Davis of the J. Arthur Rank Organization made a brave statement against film censorship, declaring in part that "the motion picture screens of the world should be free to show films freely from any country and that censorship should be limited to the elimination of the portrayal of those items which are against the standards of decency and good taste in the country in which films are shown." . . . Certainly, no fairminded person, least of all one in the motion picture industry, will quarrel with such a declaration. Yet, you will pardon us if we pause to wonder how many American films which meet the test advanced by Davis have been deprived of showing on British theatre screens through the operation of the British quota act, against which Davis never has been known to protest. . . . If the comparison between censorship and the operation of the Films Act appears to be far-fetched, remember that Davis was talking to representatives of the press and his implication was that films should have the same freedom from censorship that the press enjoys. Yet the quota act—by the process of exclusion—can just as effectively, and even more completely, bar a film from public exhibition as can censorship. . . . If the "motion picture screens of the world should be free to show films freely from any country," as Davis says, doesn't a quota law which prevents the exhibition of some films run counter to this freedom of the screen, and therefore of the press?

DESPITE OBJECTIONS of some independent exhibitors and official action by the recent Allied States annual convention there is little likelihood of the Department of Justice doing anything about the acquisition of the Esquire Theatre Chicago by Paramount Pictures. Justice officials' attitude is that while they are not too happy about the acquisition Paramount's consent decree does not prohibit it from acquiring theatres any more than it prohibits AB-Paramount Theatres from going into production. . . . Further they feel that the Esquire Theatre acquisition hardly seems worth filing a new anti-trust case over. However should there be additional theatre acquisitions by Paramount Pictures Justice might get concerned enough to consider a new case. But certainly present circumstances do not suggest such a move. Justice officials apparently feel that the acquisition does not violate the letter of the Paramount decree and even if it violated the spirit of the decree it's pretty hard to do anything about the Esquire case alone. . . . AB-PT incidentally has no formal clearance from Justice under which its theatres exercise pre-emptive rights to the films being made by AB-PT. That is done at the company's discretion. Justice apparently feels that the market benefits flowing from the new source of production outweigh any considerations introduced by pre-emptive licensing of the pictures at this time.

IT APPEARS quite unlikely that the Securities & Exchange Commission will interest itself in the proxies voted for Samuel Briskin at the special meeting of Loew's stockholders last month. The remedy in such cases most often seems to be injunctive, taken in advance of, or at, such meetings, when circumstances appear to warrant. However, SEC inaction in no way prevents the company from acting on its own should it deem it advisable to do so. It will be recalled that several Loew's management officials at the annual meeting stated that the company reserved the right to challenge Briskin's election, presumably, although it was not so stated, on the grounds that proxies were solicited for him at the meeting by persons who may not have previously registered with the SEC. . . . Industry dopesters now say, without benefit of official information, that Briskin's election will not be challenged.

Loew's Board Meets Today See No Action on Briskin

The second meeting of the Loev Inc., board since the enlargement the board is scheduled for 2 P. today at company headquarters.

Reports that Sam Briskin's pla on the board might be contested co not be confirmed yesterday. The g eral impression is that the matter v be left on the shelf in view of fact that the annual meeting is sch uled for February.

Talent Keeps Costs High, Says Hornblow

The "vanity badge" that perform wear is one of the main reasons the demoralization of the motion p ture industry, according to produc Arthur Hornblow. Speaking at a pr conference at United Artists here y terday, he said that production co are far too high and that talent largely responsible for it. This in a dition to the economic conditions th prevail. He added, however, th "vanity" keeps "glamour" acti

In town to promote his new pictu "Witness for the Prosecution," t producer said it cost more than $ 000,000 to make and he wished would have cost half. The purcha price of the play alone was $430,0

He said he and Edward Small, h producing partner, decided to ma the picture in Hollywood rather th London (where the action occurs) production conditions there are "ha to live with" due to rigid union co ditions and a very high taxation e cept for those films which fall und the Eady Plan.

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silu Is Negotiating Buy RKO Studios

Negotiations are in progress for the e of the RKO Hollywood studios l real estate in Culver City to silu Productions, Thomas F. O'Neil, irman of the board of RKO Teleio Pictures, and Desi Arnaz, presnt of Desilu Productions annced yesterday. Basic terms have n agreed upon.

O'Neil said disposal of the propies will not affect the status of RKO a worldwide producer of motion tures. Negotiations for RKO are ng conducted by Daniel T. O'Shea l by Martin Leeds for Desilu.

ariety Clubs London nvention Plans Set

From THE DAILY Bureau

LONDON, Nov. 19.—The Duke of inburgh will be guest of honor at annual Humanitarian Award dinof Variety Clubs International, ich will wind up the 1958 conven- to be held here April 21-25. The ir will be held at the Dorchester. e first open luncheon will have S. Ambassador John Hay Whitney honor guest, April 22. Barkers will formally welcomed to London at a quet that night in Guildhall, at ich the Lord Mayor of London l Earl Louis Mountbatten will be sts of honor.

Will Visit Studios

April 23 will provide a visit to Els- Studios, with Associated British tures Corp. as host at a luncheon. ca Cola will be host that night at uffet supper and dance in the Lanter Room, followed by an evening the Victoria Palace Theatre.

The annual Heart Awards will be ed on April 24. Prime Minister rold Macmillan will be guest of ior at a luncheon that day, and si Cola will be host that evening cocktails, dinner, dancing and aret entertainment in the Grand lroom of Grosvenor House.

Convention headquarters and all siness sessions will be at the Savoy. ecial events have been planned for es of barkers. A large delegation m America has made reservations.

arrower Services Set

HOLLYWOOD, Nov. 19.—Funeral vices will be held Thursday noon Forest Lawn for Jack Harrower, veteran trade paper and publicity n, who died Sunday after a long ess. The deceased was a member "The Film Daily" staff in the East fore coming West to engage in dio publicity. His widow survives.

ee 'Witness' Preview

Over 150 exhibitors, circuit officials d other industry executives joined itors and press representatives yesday at the Victoria Theatre here a preview of Edward Small's Vitness for the Prosecution." United tists is releasing the film.

The Bridge on the River Kwai

(CONTINUED FROM PAGE 1)

was written by Pierre Boulle (from his novel of the same name) and has been staged with such a strong sense of "film" by the talented British director David Lean. The first prerequisite of a good story is suspense—and that "The Bridge" has from the start. And it holds the viewer spellbound all the way to the climax which may constitute the most exciting 20 minutes ever put on the screen.

It is a war story about a group of British soldiers taken prisoner by the Japanese in 1943 somewhere in the tropics. Guinness is the colonel who commands the defeated men and clashes with the commander of the Japanese camp to which they are taken—a colonel played by Sessue Hayakawa, the famed star of silent films. The latter wants all the English soldiers to assist in the project of building a bridge across the River Kwai over which a railroad will pass connecting Bangkok with Rangoon. Guinness is willing for his men to do this work but insists that he and his officers should participate only in an administrative capacity as provided in the rules of the Geneva convention. The enraged Hayakawa thereupon imprisons all the British officers, including Guinness, in "ovens," which are small huts scarcely large enough to hold an animal.

Already a prisoner in the camp when the British arrive is a lone American serviceman posing as a commander of the U. S. Navy in order to secure better treatment. This character, played by Holden, shortly afterward makes his escape from the camp, is picked up by friendly natives, and eventually taken to a hospital in Ceylon.

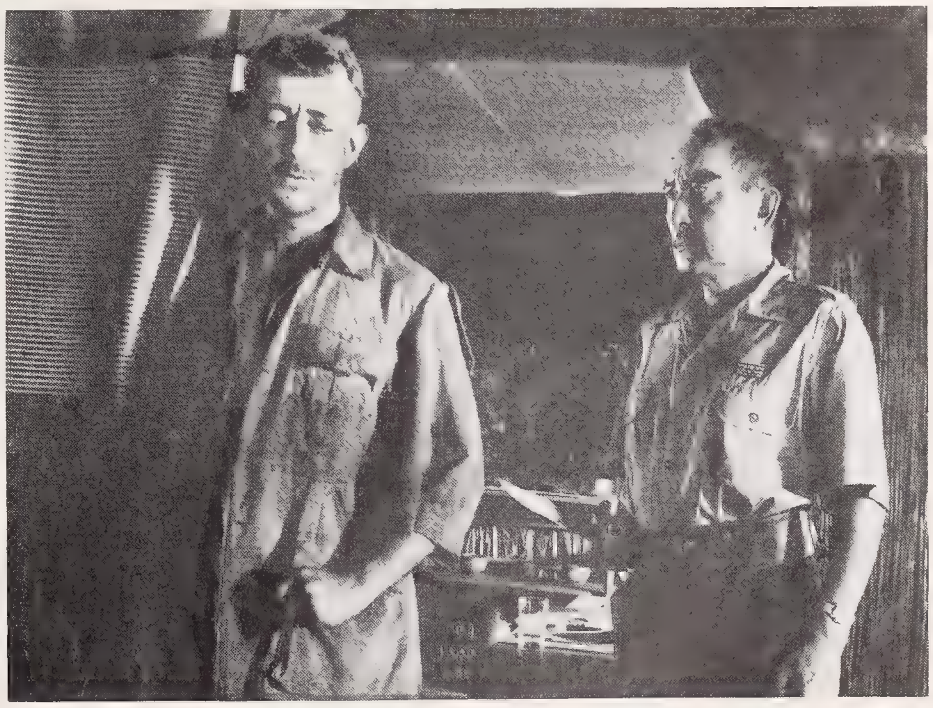
In the meantime the conflict between Guinness and Hayakawa grows in intensity until it is resolved by the surrender of the Japanese to the demands of the former. Hayakawa has a deadline to meet in constructing the bridge and, unable to control the British soldiers properly in the work of building it, he is desperate.

Then a curious thing happens—Guinness and his officers agree to take over completely the construction of the bridge as a means of restoring discipline to the men. Guinness looks upon the accomplishment of this work as one that will demonstrate the superiority of the English soldiers to the "barbaric" Japanese.

Unknown to Guinness, however, the English forces at Ceylon are preparing to blow up the bridge as a strategic military objective. They enlist the aid of the reluctant Holden as one of the commandos of the project because he is familiar with the surrounding territory. The other commandos are played by Jack Hawkins as the officer in charge and Geoffrey Horne, as a young Canadian soldier. After one of the most nerve-wracking sequences ever filmed, the bridge is destroyed. But the end finds Holden, Guinness, and Horne all dead and Hawkins the lone survivor of the commando group.

That's the story—and not too briefly, which is also not the way that

(*Continued on page* 7)

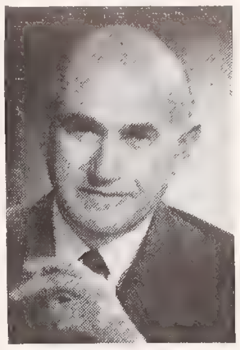


"The Bridge on the River Kwai" stars Alec Guinness and Sessue Hayakawa.

Goldwyn Waiting for 'Right' TV Offer

By GERRY McCLEAN

SAN FRANCISCO, Nov. 19—Samuel Goldwyn is saving his library of old films for television—when the price is right.



Samuel Goldwyn

As for theatre reissues, the producer told this reporter yesterday before taking a plane back to Hollywood, he has been approached many times in the past and admitted he recently gave serious thought to releasing "Hans Christian Andersen" for $500,000 for showing during the Christmas season.

"But I finally decided against it," he said, "because I figure television, which is starving for good product, will eventually make a better offer."

Did he mean toll TV, the producer was asked.

"Not necessarily, but most likely," he said. "It's hard to say how long it will be before pay TV becomes a reality on a major scale. If the day is far off then free TV will be begging more than ever for good pictures because they haven't got many of that kind left at the rate they are using them up. And they'll pay a good price when the time comes."

Will Name His Conditions

Then in typical Goldwyn manner, he let it emphatically be known that when he does sell his pictures to TV they will be seen on home screens under his conditions, namely a Goldwyn theatre of the air. His films will be shown at premium times, never more than one a week "and I've got enough in reserve for a full 52 weeks without counting repeats by popular demand."

Without reference to his anti-trust suit (the reason for his visit here was to appear as a witness) Goldwyn tossed a few brickbats at the exhibition end of the industry.

"They seem to think motion pictures are made in heaven and they are entitled to their profit regardless of what the producer gets" he complained. "They continue to blame poor pictures for dwindling profits and scream like banshees if they are asked to pay a fair price for good pictures and let the producer make a profit, too."

Urges More Spending

Then he took the producers to task. Not enough of the film makers are willing to spend enough money even when they have the capital, a good story, and a good cast, he said.

"The best actors alive can't turn a bad story into a good picture, but on the other hand a good story can almost always survive with a mediocre cast. In other words it's the story that counts every time."

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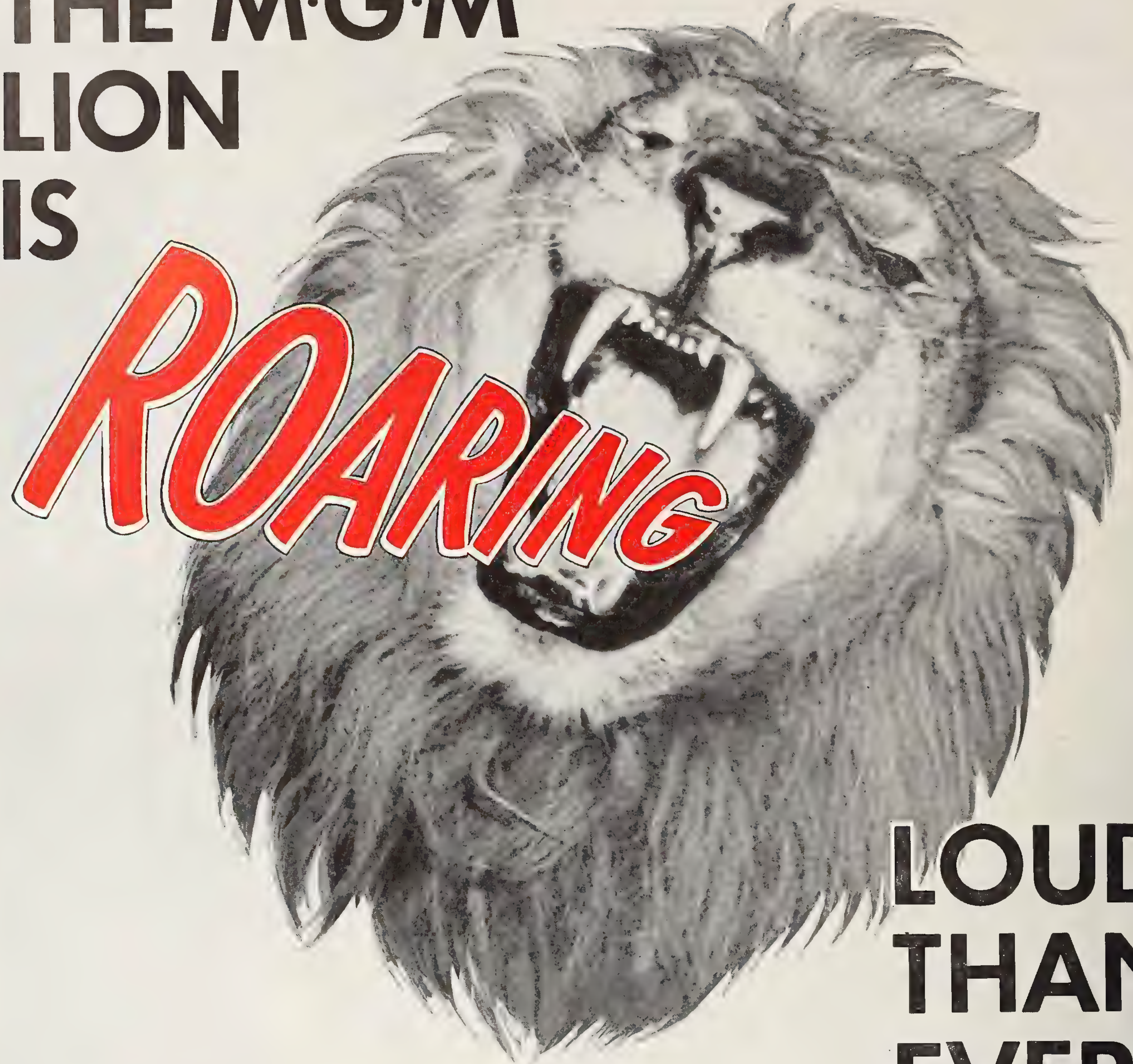

LOUDE THAN EVER!

"RAINTREE COUNTY"—IT'S TREMENDOUS!

The Big MGM "Camera 65" production in the great tradition of Civil War romance. Launched to America in widely publicized area Premieres, hailed by press and public as one of the BIG ONES of our time. (*Montgomery Clift, Elizabeth Taylor, Eva Marie Saint* · *In Color*).

"LES GIRLS" BIGGEST MUSICAL OF THE YEAR!

Duplicating its smash Music Hall business in first play-dates! The most talked about film in many years. (*Gene Kelly, Mitzi Gaynor, Kay Kendall, Taina Elg Sol C. Siegel Production* · *CinemaScope, Metrocolor*).

"JAILHOUSE ROCK" SETS ALL-TIME RECORDS!

New M-G-M highs nationwide. It's Presley's best yet, already acknowledged to be his top grosser. At press time the title song is America's No. 1 hit! (*Elvis Presley, Judy Tyler, Mickey Shaughnessy • Avon Production • CinemaScope*).

"DON'T GO NEAR THE WATER" SMASH COMEDY!

Sensational Previews in 29 cities forecast smash hit! Best-selling book now a block-buster comedy. Now convulsing New York at Music Hall. (*Glenn Ford, Gia Scala, Earl Holliman, Anne Francis, Keenan Wynn, Fred Clark, Eva Gabor, Russ Tamblyn, Jeff Richards • Avon Production • CinemaScope, Metrocolor*).

"SADDLE THE WIND"—SOCK DRAMA OF THE WEST!

Fitting in with the trend for big-scale Westerns, this powerful picture is sure-fire! Filmed against the grandeur of the Colorado Rockies. (*Robert Taylor, Julie London, John Cassavetes, Donald Crisp, Charles McGraw • CinemaScope, Metrocolor*).

"THE BROTHERS KARAMAZOV"—ALL-TIME GREAT!

Preview confirms advance reports that it is an industry milestone! Something to watch for is this widely publicized and eagerly awaited attraction. (*Yul Brynner, Maria Schell, Claire Bloom, Lee J. Cobb, Albert Salmi, Richard Basehart, William Shatner • Avon Production • Metrocolor*).

"MERRY ANDREW"—DANNY KAYE'S BEST!

Danny Kaye returns to his waiting public with a NEW uproarious and spectacular musical comedy, already rated his best. (*Danny Kaye, Pier Angeli, Baccaloni, Robert Coote • Sol C. Siegel Production • CinemaScope, Metrocolor*).

"GIGI"—FAMED COLETTE PLAY ON THE SCREEN!

Big news! Rated in advance as the equal of "American In Paris," this new hit by the same producer is revealed in its Preview as topping all estimates! (*Leslie Caron, Louis Jourdan, Maurice Chevalier, Hermione Gingold, Eva Gabor, Jacques Bergerac, Isabel Jeans • Arthur Freed Production • CinemaScope, Metrocolor*).

"SEVEN HILLS OF ROME"—TOPS "GREAT CARUSO"!

Yes, it's Mario Lanza's big romantic singing hit, topping "The Great Caruso." And he sings to a gorgeous new girl! (*Renato Rascel, Marisa Allasio, Peggie Castle A Le Cloud Production • In Technirama® and Technicolor*).

M-G-M HAS WHAT IT TAKES FOR THAT INDUSTRY SLOGAN:
"Get More Out Of Life . . . Go Out To A Movie"

Radio-TV Study Slated

(*Continued from page* 1)

here, was released today by Bishop William A. Scully of Albany, chairman of the film committee, the name of which will be changed to the Episcopal Committee for Motion Pictures, Radio and Television.

At the same time Bishop Scully announced a change in the Legion's system of evaluating films. A new category, "morally unobjectionable for adults and adolescents" has been added.

Classifications Listed

The classifications will be:

A-1: Morally unobjectionable for general patronage.

A-2: Morally unobjectionable for adults and adolescents.

A-3: Morally unobjectionable for adults.

There has been no change in the "B" classification, "morally objectionable in part for all," nor in the "C" classification, "Condemned."

Bishop Scully said that the change is the "result of an exhaustive and long-term study." He added that the modified system of rating films "should be understood as emphasizing the real moral dangers" of B & C films.

Bishop Scully said that a one-year study will be made "to determine the most suitable and acceptable means of carrying out the aims and objectives" of Pope Pius XII's recent encyclical lettter on motion pictures, radio and television.

Based on Encyclical

He said the encyclical will be implemented as it is "applicable to radio and television on the American scene."

During the past year the Legion reviewed and classified 418 pictures, of which 335 were domestically-made and 83 were from abroad.

Of American films, 111 (33.13 per cent) were unobjectionable for general patronage; 114 (34.03 per cent) were unobjectionable for adults; 109 (32.54 per cent) were classified as objectionable in part for all; and one film, "Baby Doll," was condemned.

Of the 83 foreign films, 28 (33.74 per cent) were unobjectionable for the family; 17 (20.48 per cent) unjectionable for adults; 28 (33.74 per cent) objectionable in part for all; and 10 (12.05 per cent) were condemned.

Bishop Bell Elected

Bishop Alden J. Bell, auxiliary bishop of Los Angeles, has been elected a new member of the Episcopal Committee to succeed Bishop Timothy Manning, also of Los Angeles, who has completed his term.

Other members of the committee are: Bishops John K. Mussio, Steubenville, Ohio; James A. McNulty, Paterson, N. J.; and Hubert M. Newell, Cheyenne, Wyo.

One Man's TViews

By Pinky Herman

PLENTY OF CBSmiling faces in the immediate environs and also CBStudio City. Only on CBSince Oct. 21, the "Danny Thomas Show" has hit Nielsen's No. 1 slot in the situation comedy race and No. 4 among the nite-time shows. . . . The Norman & Irving Pincus boys have hit pay dirt in their telefilm series "The McCoys," which in less than 2 months Trendexed a 10 to a 20.2. . . . Anna Maria Alberghetti will be seen as "The Princess," in Dupont's all color "CBShow of the Month" telecast of "Aladdin," Fri., Feb. 21. Cyril Ritchard will appear as "The Magician." . . . We like News NBCaster Bob Wilson's observation; quote:—Preach not because you have to say something but because you have something to say. Unquote; . . . Gale Storm, CBStar of the telefilm series, "Oh Susannah," now in Gotham, called off her personal appearance tour of Philadelphia, Chicago and Detroit because of intestinal flu. . . . ABC will give a special press screening this afternoon of Disneyland's "Mars & Beyond" hour-long TVehicle at the W. 66th St. headquarters. Program will be ABChannelled Dec. 4. . . . At Rattazzi's, Alan Dinehart, Jr. passing out cigars—a baby boy. . . . Star of his own ABNetwork series Merv Griffin was signed to a movie contract because of his singing voice. He appeared in six flickers and sang in only 2 of them.

☆ ☆ ☆

Johnny Andrews

Easily one of the best-liked personalities on the air and one of the most talented is Johnny Andrews, whose radio and TV programs are featured daily on NBC. What makes this an item is that all of Tin Pan Alley is rooting for Johnny's own song, "It's A Wonderful, Wonderful Feelin' " to land on the Hit Parade. Number is an up-tempo waltz that has that certain something which stamps it, H-I-T! . . . Bernie Brillstein, press relations chief at Wm. Morris Agency and actress Marilyn Cole, featured in the national road co. of "Will Success Spoil Rock Hunter?" will sing an "I do-et" this afternoon at the Hotel Croydon in N.Y. . . . Lanny Ross' hosting of the Children's Cancer Fund Ball last Friday nite at the Hotel Plaza proves the CBSinging star can emcee as well as sing. With Lanny's good looks, voice, experience and showmanship, howcome he doesn't have his own TV series? . . . Colgate-Palmolive have renewed for the seventh year sponsorship of Walt Framer's "The Big Payoff," on which more than $2,000,000 worth of prizes have already been won by contestants.

'Graded' Censorship Supported by Davis

Special to THE DAILY

LONDON, Nov. 19.—The Rank Organization believes that "the motion picture screens of the world should be free to show films freely from any country and that censorship should be limited to the elimination of the portrayal of those items which are against the standards of decency and good taste of the country in which the films are shown," John Davis, deputy chairman and managing director, said today. He spoke at a dinner for representatives of the Commonwealth Press.

Davis declared that "our view is that as a result of censorship films should be graded into different categories so they may deal with adult problems but at the same time protect the young from undue influence or from seeing subjects based on problems which they do not yet understand."

Davis also reported on Rank Organization operations throughout the world. Davis told the group that 52 per cent of the company's global film earnings are now secured overseas, which is an increase of 26 per cent in the last six years.

See Annual Attendance 45-49 Million Weekly

Weekly motion picture theatre attendance in 1957, hurt by a third quarter slump, is indicated to be betwen the postwar low of 45,000,000 in 1955 and the 46,500,000 of 1956, according to Standard & Poor's latest amusement industry survey. The total boxoffice gross is estimated at "slightly less than the $1,200,000,000 of 1956."

The record of the past six years, including 1957, the survey discloses, strongly suggests that, "after a precipitous attendance decline earlier in the past decade," annual attendance is tending to stabilize between 45 and 49 million weekly.

Eric Johnsto

(*Continued from page* 1)

industry meeting for discussion o releasing problem, it was learned today.

In the letter, Johnston says tha was "flattered" to learn that M thinks him the person to org such a meeting. He adds that he considered the matter carefully, he thinks that it is interesting, that something should be done a it.

But, Johnston says, a joint dist tor meeting is not the way to the problem. He has advised M to listen to his speech tomorrow a Theatre Owners of America co tion in Miami Beach in which he discuss the whole releasing pro "more fully."

Pet Project of Hyman

An all-industry meeting for di sion of the problem is the project which Edward L. Hyman, vice- dent in charge of theatre opera for American Broadcasting-Param Theatres, has been concentratin the past month. It was outlined t trade recently by Leonard Golde AB-PT president, and Hyman luncheon called in New York for purpose.

Hyman called on Marcus duri tour he made in behalf of the pr He received assurances from E G. Stellings, president of TOA, he favors the industry meeting, several Allied regional units have endorsed the plan.

Considered at Allied Meet

Marcus wrote to Johnston tha had discussed the problem with ers from many parts of the co while at the Allied conventio Kiamesha Lake. "It seems to be consensus of opinion that the alar drop in theatre attendance is no l er entirely due to television or competing media," Marcus state his letter, "but the unavailability steady flow and orderly suppl good motion pictures to theatres.

Di Gangi, Kranze Fo New Production Unit

Formation of Park East Films, with three features to go into pro tion within the next six months, announced yesterday by James Gangi, president, and Don Kra vice-president of the organization

The three features, scripts of w are now in work, are "Reprieve," Man in the Moon" and a still unt Western. Shooting on all but Western is planned for the New area.

SPECIAL TRAILE
GOOD and FAST
and packed with SELL-MANSHIP is what you always get from reliable
CHICAGO 1327 S. Wabash
FILMACK
NEW Y 630 N Aven

B-PT Settles Three Anti-Trust Actions

erican Broadcasting-Paramount res, Inc., according to papers yesterday in New York Federal , has settled three anti-trust s totalling $3,500,000.

companies involved in the setnt were: Kearugh Theatre Corp., operates the Rivoli Theatre in rford, N. J.; SMP Theatre Corp., operates the Lincoln Theatre in y, N. J.; and Arlethe, Inc., operates the Cameo Theatre wark, N. J. The amount of the nent was not disclosed.

mer Exhibitors File e Anti-Trust Suits

e anti-trust actions were filed day in New York Federal Court rmer exhibitors in New York New Jersey. Named as defendwere "the big five" and "the three" distributor groups, and andforce, Skouras, Stanley War- American Broadcasting-Para-, RKO and Loew's theatre cir-

plaintiffs, who claim discrimi- on the part of the distributors or of the large independent and ed circuits, are: Alvin Amuse- Inc., asking $30,000 in damages operation of the Alvin Theatre rgenline, N. J., from 1954-55; Amusement Corp., asking $30,- n damages for its operation of leetwood Theatre in the Bronx 56; Cameo Theatre, Inc., asking 00 in damages for its operation e Cameo Theatre in Astoria, Island, from 1954-56; Rona re, Inc., asking $30,000 in damfor its operation of the Rona re in the Bronx in 1954; and est Theatre, Inc., asking $60,- n damages for its operation of arkwest Theatre in Parkwest, from 1947-54.

k to Rescind Stock Sale

Special to THE DAILY

LMINGTON, Nov. 19—Sidney rtz, a stockholder of List Indus-Corp., formerly RKO Industries has filed suit in the Court of ery, seeking an order to rescind le of 140,000 shares of List comtock by David J. Greene, a di- of the corporation, on Nov. 11, at $9 a share.

defendants named are Greene, List, described as controlling in the firm; A. Louis Oresman, Raftery, R. E. Case, R. E. Sord, Parker, Jr., S. A. Schwartz, The- R. Colborn, Dudley G. Lay- W. J. Durocher, Vera G. List, nthony Scala. The corporation lso named.

plaintiff requests an order reg the stock purchased by the ration be re-delivered to Greene hat Greene return the purchase to the corporation.

The Bridge on the River Kwai

(CONTINUED FROM PAGE 3)

Boulle and Lean tell it. It runs for two hours and 41 minutes yet seems like much less, so completely is one absorbed in what transpires.

Next to the plot itself, the most important element of a good narrative is well-developed characters. And that "The Bridge" has, too. The most thoroughly delineated are the two opposing colonels. The Englishman is proud and stubborn—and possessed with a sense of humor that is sometimes unconsciously revealed. He is man dedicated to a noble ideal: the military life. The bridge is his symbol of the good that mankind can achieve. And Guinness is unforgettably brilliant in the role.

The Japanese officer also has his code, and when he is forced to surrender in his dispute with the English colonel the moment is not without pathos. Hayakawa is superb in this part. Holden plays the cynical and irresponsible yet finally regenerated American with the pleasant air of nonchalance that he can convey so well, and Hawkins and Horne give fine performances, too. Ann Sears appears briefly as a nurse with whom Holden conducts a flirtation while at the hospital.

There are other elements that a good story—and a good movie—should have, and "The Bridge" is lacking in none of them. Visually it is stunning; the lush green of the jungle is contrasted vividly with the red glare of the tropic sun which is so strong the audience will wince. Incidental humor—mostly deriving from character idiosyncrasies—is used effectively to relieve the tension.

And not to forget the real substance of any story—its theme. Lean and Boulle have made a strong statement about the senselessness and depravity of war. There is shattering irony in the climax when Guinness realizes the bridge he has constructed with such pride is an enemy target of his own countrymen!

In short, "The Bridge on the River Kwai" is a masterpiece of filmmaking. It has already been so acclaimed in England by both critics and public. American exhibitors can confidently expect the same reaction. Running time, 161 minutes. General classification. Release, special.

RICHARD GERTNER

Adler Pact

(*Continued from page* 1)

not revealed yesterday but trade reports have indicated that it is to run for five years and involves a substantial increase in compensation as well as broadened executive authority. In addition it is understood Adler will receive direct participation in the profits realized by the pictures which he personally produces.

70 Films Involved

The Fox announcement yesterday stated that Adler will oversee pictures representing an expenditure in excess of $60,000,000 during 1958. During this time the company expects to release more than 70 films, which, they state, is the largest number of major productions ever to be released by one company during a single year.

Baker Memorial Fund To Aid Rogers Hospital

Mrs. Ted Lewis and Dorothy Hirsh of Variety, co-chairmen of the Belle Baker Memorial Fund, are conducting a campaign to aid the amusement industry's Will Rogers Memorial Hospital and Research Laboratories. The plan is to furnish, as a memorial to Belle Baker, television, "hi-fi" record player equipment, and AM-FM radio, for the newly activated third floor lounge at the hospital at Saranac Lake, N. Y.

Rowley Circuit Meet in San Angelo December 2

Special to THE DAILY

DALLAS, Nov. 19 — The annual partners and managers convention of Rowley United Theatres will be held Dec. 2-4 at the Town House Hotel, San Angelo, Texas, it was announced by the circuit. It is only the third time in its history it will be held in some city other than Dallas.

The program includes a duffer's golf match at the San Angelo Country Club Dec. 2, followed by a cocktail party and buffet at the hotel and a luncheon Dec. 3, which will have as guests branch and district managers of distribution and representatives of other allied industries. Mayor H. E. McCulloch of San Angelo will deliver a welcoming address and other guests will be State Senator Dorsey Hardeman and Houston Harte, publisher of the "San Angelo Standard-Times"

Nine Para. Publicity Employees Laid Off

Nine employees of the advertising and publicity departments at Paramount Pictures were laid off during the last week. Affected were four members of the art department, one member of the press book department, and four members of the general publicity department. They were given from two to five weeks notice, depending upon seniority.

The
BIG ONES are
advertised in
LIFE

Fox Sales Plan Told at TOA

Special to THE DAILY

MIAMI BEACH, Nov. 19. – The Theatre Owners of America board today voted full support of 20th-Fox in the form of encouraging its members to give playdates, special exploitation and other assistance following an address by Alex Harrison, 20th-Fox sales manager.

On behalf of Spyros P. Skouras, president, and himself, Harrison gave the TOA board an outline of company's sales policy. Four major points were covered:

1) 20th-Fox believes the future of motion pictures is in theatrical exhibition;

2) The company will continue its feature program so far as numbers are concerned but it will increase the over-all production budget;

3) The company is in accord with the requests of exhibitors for an orderly release of product and will cooperate to bring this about, and

4) The company believes that theatres should enjoy a regular, established clearance over television.

TOA, "vigorously and enthusiastically" to use the words of Herman Levy and Ernest Stellings, is in support of the 20th-Fox product statement.

Today Stellings announced he would name a committee to attempt to secure from the distributors reasonable clearance over television stations.

TOA Backs Allied

(Continued from page 1)

ducers or distributors was the major point in the keynote address of Julius Gordon, Allied president, at that group's annual convention in Kiamesha Lake, N. Y., three weeks ago. Following that session Gordon stated that his first step was to interest TOA leaders in the project.

Sam Pinanski told MOTION PICTURE DAILY that he regards the depreciation tax plan as having considerable merit but one that may take a great deal of selling in Washington.

Urges Continued Drive

Pinanski, however, pointed out that it often requires repeated campaigns to achieve tax relief and a drive for a new depreciation table would make Administration officials and members of Congress more aware of conditions in the theatre business and ready to provide some form of relief, sooner or later.

Other actions of the board meeting announced by Stellings and Levy were a resolution directing the arbitration negotiating committee to continue its efforts to work out a satisfactory industry-wide arbitration plan, and TOA pledged itself to do everything possible to encourage the production of color films.

The TOA board has scheduled an additional session for Saturday morning.

Stellings Reelected by TOA

(Continued from page 1)

Plitt, Samuel Rosen and Mitchell Wolfson.

The reelection of Stellings marks only the second time in the history of the exhibitor organization that an incumbent president was named to succeed himself. Samuel Pinanski served as head of TOA in the period 1949-1951.

In addition to the reelection of Stellings TOA named the following officers and directors for 1957-58 term (♯ before name indicates a new incumbent; all others have been reelected):

New Slate Listed

George G. Kerasotes, senior assistant to the president and chairman of the executive committee; Myron N. Blank, chairman of the board; Pinanski, honorary chairman; assistants to the president–Roy Cooper, Nathan Greer, R. M. Kennedy, (♯) Albert M. Pickus, Samuel Rosen, J. J. Rosenfield, (♯) J. B. Schuyler; vice-presidents–Carl E. Anderson, (♯) Abe Blumenfeld, A. Julian Brylawski, C. E. Cook, Horace Denning, (♯) Albert Forman, (♯) Phillip F. Harling, Burton Jones, John W. Keiler II, (♯) Paul L. Krueger (♯) Henry G. Plitt, John H. Rowley, (♯) E. R. Rueben, (♯) John H. Stembler.

Robert R. Livingston, Lincoln, Neb., was named secretary and S. H. Fabian, New York, treasurer.

The new finance committee is Mitchell Wolfson, chairman; (♯) Will J. Conner, Walter Reade, Jr., Albert M. Pickus, (♯) Morton G. Thalhimer, Jr.

Herman M. Levy is the general counsel and Joseph G. Alterman, continues as assistant secretary.

Pickus Joins Pinanski

Pickus joins Pinanski as TOA representative to COMPO.

The names of the 1957-58 executive committee follow:

Art Adamson, Tom Bloomer, (♯) J. Fred Brown, (♯) James Coston, Fred A. Danz, Edward L. Fabian, (♯) Harold Field, Thomas Friday, Edwin L. Gage, (♯) S. L. Gillette, Marvin Goldman, Howard Kennedy, M. A. Lichtman, Jr., Arthur H. Lockwood, Roy Martin, Jr., Martin J. Mullin, Robert J. O'Donnell, Elmer Rhoden, Jr., A. Fuller Sams, Jr., (♯) Thornton Sargent, (♯) Robert Selig, Donald Schine, Jay Solomon, (♯) T. G. Solomon, Morton G. Thalhimer, J. H. Thompson, David Wallerstein, R. B. Wilby and (♯) L. J. Williams.

Blank in the Chair

Myron N. Blank, board chairman, presided over the all-day session.

In addition to electing officers for the 1957-58 year the board heard Stellings present a review of the year's activities, a report of the finance committee, and other matters. Mitchell Wolfson heads the finance committee, and other members are Abe Blumenfeld, Albert M. Pickus, Walter Reade, Jr., J. J. Rosenfield, and S. H. Fabian.

In his report Stellings said the increased product output and its orderly spacing on release schedules are vital to the success of the industry ticket-selling, advertising and promotion campaign. He has received assurances, he added, from 20th Century-Fox and Universal that more product as well as orderly releases will be forthcoming and Paramount has recently announced plans for more pictures without naming a definite total.

The request to the Department of Justice to permit National Theatres to enter production was cited as a step in the right direction, and Stellings expressed the hope that all the former circuit affiliates should be encouraged to produce and the resulting films should be played by TOA members.

Cites Goldenson Statement

"The effectiveness of the industry promotion campaign," Stellings said, "will be in direct ratio to the release of good product in an orderly manner. The need for an orderly release of product was well stated by Leonard Goldenson two weeks ago.

"TOA pledges to him all its energies in accomplishing the necessary results."

Stellings reviewed the successful efforts of Philip Harling to induce the Small Business Administration to grant loans for theatre construction and improvements.

He also made reference to the search for an executive director early in the year. He is not convinced now of the need for filling the post, he said.

Strong for Arbitration

"We are continuing our negotiations for an arbitration system," he reported. "We feel firmly that the industry must have an arbitration system which will go beyond the avenues of relief afforded in the conciliation plan."

Turning from current and past problems to the future, Stellings said there were four "bare, cold facts" to be faced. He cited them as follows: (1) Business is still declining; (2) There is still a shortage of product; (3) We most seriously need an orderly release of the product being made; (4) We are still faced with the questionable problem of cable TV–as well as a possibility of toll TV.

Sees a 'Challenge'

"This is a challenge to the industry's future," he continued. "The biggest problem we have all revolves around one subject–product. If we have sufficient product released in an orderly manner throughout the year, and supplement this with a good national promotion campaign, and in addition exploitation at the local theatre level, we should be able to win back a large share of our lost audience.

"We have around this table today the finest collection of talent available in the motion picture industry. We can and must take constructive and positive action."

Making of More Films Stellings 2nd Term Goal

Special to THE DAILY

**MIAMI BEACH, Nov. 19. –
major goal of his second term
office will be to encourage the p
duction of more pictures, Stelli
said just after his election by the T
board was announced. He belie
that many problems will be resol
if theatres have an adequate suppl
quality features available through
the year.**

Indoor Concessions on Agenda of NAC Today

By RAY GALLO

MIAMI BEACH, Nov. 19.–
National Association of Concessi
aires will begin its annual convent
here this morning at the Americ
Hotel with a "brainstorming" semi
at 9:30 A.M. on the topic "Gett
the Most Out of Your Indoor Con
sions." The NAC meetings will c
tinue through Saturday.

A sub-topic outline for this disc
sion will include the following poi
products (popcorn, candy, ice cre
beverages, etc), sales incentive id
(employee incentive plans, pro
tions), point of sale displays, st
layout, gimmicks, novelties, etc.

Another Board Session Slated

At a board meeting of the N
held yesterday it decided to hold
other board meeting at the end of t
convention to decide upon a date
location for next year's trade show.

One of the proposals in the ea
board meeting held this past we
end was to set up "panel boards"
over the country which would be co
posed of members of the NAC w
could effect use of new ideas in or
to increase sales of refreshments
also get the most out of indoor th
tre concessions.

The TESMA-NAC exhibits in
convention auditorium will be p
viewed tonight by the press and
official opening to the TOA conv
tion delegates and guests will t
place Wednesday. All theatre own
and representatives will be admit
free to the exhibit area.

Additional Booths Provided

Merlin Lewis, executive secret
of TESMA, and Lester Grand, exhi
chairman for NAC, stated that ma
additional booths will be provided
last minute applicants and that
trade show will display equipment a
refreshments products of more th
100 firms who will occupy 165 boot

The new Wisp wireless drive
theatre speakers now being exhibi
at the trade show for the first ti
was given a special demonstration t
today by the executives of the W
metco theatre circuit. The arran
ment was made by John Shelton,
ecutive vice-president of Vido Sou
Corp., the manufacturer, and Mitch
Wolfson, head of Wometco.

All
he News
That
s News

MOTION PICTURE DAILY

Concise
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to the
Point

. 82, NO. 99 | NEW YORK, U.S.A., THURSDAY, NOVEMBER 21, 1957 | TEN CENTS

ective Dec. 31

rthur Loew esigns from oew's Int'l

inquishes Presidency; Successor Named

thur M. Loew, president of ’s International Corp., yesterday itted his resignation, which was oted by oh R. Vo- president of v’s Inc., at neeting of parent com- ’s board of tors. The v resigna- will be- effective ec. 31. No essor was unced.

Arthur Loew

oew, son of cus Loew, der of the company, joined the pany on completing his schooling has been with it ever since. He nized the export department of o Pictures in 1920 and built it one of the most extensive and

(*Continued on page* 7)

ny Theatres Report e of Industry Slogan

ore than 78 theatres in 28 states known to have become active in beating “Get more out of life go out to a movie,” it was report- esterday by the industry slogan otion committee, headed by les E. McCarthy of COMPO and r Doob of the MPAA.

steady stream of tearsheets and evidences of cooperation is

(*Continued on page* 7)

elevision Today Page 6

Hyman Report Dec. 4 On Orderly Release

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres will make a report to the trade Dec. 4 on developments in connection with his and Leonard Goldenson’s continuing efforts to induce producers-distributors to announce important product as far in advance as possible and to space the release of such product evenly, without respect to major holidays and the mid-summer months.

Hyman’s report will be made at a trade press luncheon at the AB-PT home office.

There are advance indications that

(*Continued on page* 6)

Pioneers to Induct 40 New Members Monday

Approximately 40 new members who joined the Motion Picture Pioneers during the past year will be inducted at the 19th annual dinner honoring Joseph R. Vogel, Loew’s, Inc., president, as Pioneer of the Year at the Waldorf Astoria next Monday night.

Officiating at the induction cere-

(*Continued on page* 6)

Rhoden Makes Keynote Speech

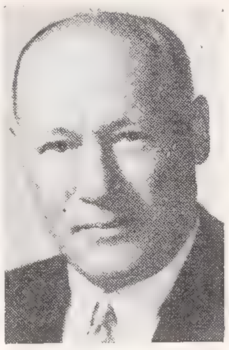
Militant Action Urged On Industry Problems

Lists Suggestions on TV Clearance, Product, Modernizing, Exhibitor Unity

By MARTIN QUIGLEY, JR.

MIAMI BEACH, Nov. 20—Elmer Rhoden’s keynote speech before the Theatre Owners of America convention today called for “militant action.” He recommended four principal points for this type of approach:

¶ Living with free television by demanding proper clearance for pictures. Five to seven years would be proper clearance, he declared.


Elmer Rhoden

¶ A demand for a steady supply of quality pictures from Hollywood, properly spaced to avoid present feast or famine conditions caused by bunching releases around holidays.

¶ Modernization of theatres and a prediction that 4,000 to 5,000 will be

(*Continued on page* 3)

Koken, Nathan Heard At NAC's Seminars

By RAY GALLO

MIAMI BEACH, Nov. 20. — The opening seminar on theatre concessions and vending today drew a large audience of theatre owners and concession operators at the National Association of Concessionaires “brainstorming” meetings held in the Americana Hotel here.

The subject of the opening ses-

(*Continued on page* 2)

Johnston ‘Answers’ Charges Of Distributors, Exhibitors

Special to THE DAILY

MIAMI BEACH, Nov. 20—Eric Johnston, president of the Motion Picture Association, told the Theatre Owners of America conventioneers in a luncheon address today that “the noisiest issues within our industry are mostly fancied and cooked-up.”

Eric Johnston

Then he told the surprised diners that he “repudiated” two charges made by distributors against exhibitors — (1) that they had stopped being showmen; (2) that their theatres were falling apart.

He called the first charge “unfounded” and the second “deserves the trash can.”

From this he turned to exhibitors’ complaints—(1) that distributors were trying to gouge them with high rentals; (2) that distributors were trying to ruin exhibitors by withholding product.

The first he characterized as “nonsensical” and the second is “not backed up by figures.” Then he listed a series of statements on bookings from four companies comparing bookings in 1956 with 1934 and said “there are plenty of pictures to play that aren’t being played.”

To emphasize this point he declared “the actual booking figures prove that thousands of theatres didn’t play pictures available to them.”

He admitted there was a shortage of “boxoffice smashes,” and pinpointed

(*Continued on page* 2)

Plaintiff Rests Case In Goldwyn Suit Trial

Special to THE DAILY

SAN FRANCISCO, Nov. 20—Yesterday’s courtroom challenge to the defense in Samuel Goldwyn’s anti-trust suit to produce Spyros P. Skouras as a witness reverberated again today as Federal Judge Edward P. Murphy heard arguments which consumed the entire day’s session on at-

(*Continued on page* 7)

Quiz Pacific Telephone Men on Toll-TV Today

Special to THE DAILY

SAN FRANCISCO, Nov. 20 — Top level Pacific Telephone and Telegraph Co. executives will be quizzed here tomorrow and Friday on their attitude toward cable toll-TV by a Cali-

(*Continued on page* 6)

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures, will return to New York on Monday from the Coast.

•

CHARLES EINFELD, 20th Century-Fox vice-president, will leave New York by plane today for Hollywood.

•

KNOX LEMPERT, executive producer of Guild Films' commercial division, has left New York for Canada.

•

JAMES E. PERKINS, executive vice-president of Paramount International, returned to New York yesterday from Spain.

•

DON GILLON, Sol Lesser production executive, will leave here today for London via B.O.A.C.

•

JOSHUA LOGAN has returned to New York from Hawaii.

•

JOSEPH HAZEN, business partner of HAL WALLIS, returned to New York yesterday from Hollywood.

Report Pact with India Proceeds 'Satisfactorily'

Current problems in India, the Philippines and Brazil were discussed at the Tuesday meeting of the Motion Picture Export Association board of directors here. Nothing definite was decided on a new film agreement with the Indian government, but it was agreed that negotiations were coming along satisfactorily. A report from the Philippines on the tax situation there indicated that those negotiations are also a step nearer to consummation.

Vice-president Robert J. Corkery presented a report on Brazilian admission prices. The MPEA is still waiting for a decision to be handed down by the Brazilian government before any further action is taken.

Rank Names Two for Eastern Hemisphere

New executive appointments to J. Arthur Rank Overseas Film Distributors were announced in London over the weekend by Harry Norris and Air Commodore F. M. F. West, V.C., joint managing directors, it has been learned here.

R. M. D. Odgers was named general manager of JAROFD and became senior United Kingdom executive, while P. E. Bethell-Fox was named overseas branch supervisor.

Johnston Answers Charges

(*Continued from page 1*)

the industry's troubles on the "electronics revolution." Television is reshaping the entertainment business, he asserted.

"With respect to commercial television, there are four facts we ought to face squarely," he continued.

"Fact No. 1. Commercial television has put 40 million screens into the homes of America within ten brief and spectacular years.

"Fact No. 2. Commercial television has supplanted our 19,000 theatres as the chief purveyor of mass entertainment in the United States. Its audience is almost five times bigger than ours. Television competes directly with us for the leisure time of America's population.

"Fact No. 3. Commercial television has an insatiable appetite for program material of all kinds. It relies heavily on motion pictures, on filmed programs. Television's appetite for film will increase—it will not diminish—in the years ahead.

'Can Pay for What It Needs'

"Fact No. 4. Commercial television can pay for what it needs. This year television's total advertising revenue will come to $1.3 billion—more than the total annual receipts from all the theatres in the United States. It is estimated that in five years television's income will reach $2 billion. This is almost as much as American pictures take in annually in the boxoffices of all the theatres in the world."

Johnston said television couldn't be ignored; that stars couldn't be kept off television, because most of them are independent producers; that the industry is not competing with its old films on television.

It is too early for the industry to take a stand on pay television, Johnston said in effect. He favored looking upon all the experiments as "research projects, out of which might come developments that could affect our way of doing business, the business of all—the exhibitor, the distributor, the producer."

Wants 52 Weeks of Product

Johnston assured the delegates at luncheon session of "his earnest intention to call forcibly to the attention of the distributors the need for releasing pictures in a way to take care of the 52 weeks exhibitors must keep their theatres open." He added," "distributors should have such a release schedule and should adhere to an announced schedule."

Mitchell Wolfson presided and prior to introducing Johnston introduced guests at the head table, including four stars making a national tour for American Broadcasting-Paramount Theatres "eighteen and anxious" film. Others introduced included Irving Levin, AB-PT Films president; Mike Simons; Miiko Taka, Japanese star of "Sayonara"; Robert J. Rubin, Paramount vice-president, and Rick Ricketson, National Theatres.

In the conclusion of his address Johnston turned to the future and offered some suggestions after saying that the present average annual audience of 45 million is a "rock-bottom audience, and the only way to go from rock bottom is up."

"In our need to rebuild the audience we must operate at both local and national levels," he said. "In my opinion, the greater emphasis must be placed on local efforts. I don't know all the answers. I'm not an exhibitor.

Stresses Small-Business Problems

"But I've been a small business man and I believe I know the problems of small business. From my experience as a hometown business man, I would like to suggest what I would do if I were an exhibitor today.

"I would join my home town in conducting a clinic into the state of theatre business. I would figure that we had to take on this responsibility for ourselves.

"And then these showmen's clinics would be expanded into seminars for other businessmen in my home town. We share many of the same problems.

"We don't solve our problems by moaning about our competitors. I have no doubt of the job that all of us can do by working together.

Suggests Four Goals

"I would like to suggest these goals for the next two years:

"For 1958 our goal should be to increase our weekly admissions by two and one-half millions.

"For 1959 our goal should be to increase our weekly admissions by an additional two and a half million.

"This would mean a net gain of more than a quarter of a billion admissions at the end of two years.

"These are reachable goals. They are attainable goals."

At the conclusion of the lunch Johnston, flanked by TESMA and NAC officials, formally opened the trade show, using a giant pair of scissors.

Albany Salesmen Elect

ALBANY, Nov. 20.—Albany Lodge No. 20, Colosseum of Motion Picture Salesmen of America, has elected Virgil Jones, of Warners, as president, and John F. Wilhelm, of 20th-Fox, as secretary-treasurer. The unit will hold its annual Chistmas party for members and wives the night of Dec. 14.

M. P. DAILY

Myron Blank, chairman of the bo addresses the annual meeting of board and executive committee at TOA convention. Seated at his sid Ernest G. Stellings, who was reelec president.

Koken, Natha

(*Continued from page 1*)

sions dealt with getting the most of the indoor concessions. The pa was supervised by the chairn James Hoover, of Martin Theat Columbus, Ga. The members of panel taking part were Sam Rubin ABC Vending, New York; Dan Me of Wometco Theatres, Miami; Fr Banford of Fox Midwest Theat Kansas City; Kenneth Wells of Th tre Confections, Ltd., Toronto; E. Geissler of Wilkin Theatre Sup Atlanta; Andrew Orking of An Theatres, Jackson, Miss., and Alf Olander of Montebello Theatres.

Sullivan the Moderator

Thomas Sullivan was the modera and kept the discussion at full sp for several hours, with Lee Koken Bert Nathan officiating for NAC.

After several hours, the sessi were opened for questions and swers. Many suggestions came fr the floor which presented new id on how to increase the sales of p corn, candy, ice cream, soft drin hot foods and even novelties t could tie-in with the playing attr tions.

Proper training of personnel a use of promotions and contest stin lants were also suggested.

Out of this session came m ideas for new shapes and sizes of p corn bags and boxes, new candy wrappers, flavored ice cream a colored popcorn.

Young Audience Emphasized

The maintenance of vending equ ment and a reasonable price structu for confection was stressed, al with quality and proper exploitat to draw children and teenagers.

In the afternoon a session c ducted by the Small Business M Committee was devoted to drive theatre operation, and how it c continue to retain its vital place the community.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ste Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ot National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edi Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 S Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 forei Single copies, 10c.

)A Conclave cludes Five oundtables'

Special to THE DAILY

AMI BEACH, Nov. 20 — Five able sessions this afternoon at- l an unusually high representa- TOA registered delegates and l to be lively and stimulating. point of size the most popular ie session for drive-in theatres Paul Krueger and Albert For- ere co-chairmen. Various equip- and business building ideas discussed. There was consider- terest in what booking policies work out best in a drive-in. As there was attention to the prob- f so-called "all night sessions" ie necessity of running a drive- that there will be no reason ojections by parents or school al authorities.

st on Advertising-Publicity

roundtable on advertising and ity featured a session lead by Vinters and Harvey Fleischman ometco. David Jones of Kere- Theatres, Springfield, Ill., was ian of the meeting. Approxi- a hundred business building were suggested in the course of iours. Most of them involved that would be effective pro- in advertising or other forms loitation.

film rentals roundtable was cted by Carl Parick and J. B. ler. There was an exchange of ation on terms quoted by the utors in various territories on ular pictures. Speakers also drew on to what they said was a to too high terms on middle wer bracket features. It was the isus that Warner Brothers was mpany with which it was hard- deal. Fewest complaints in this ction were indicated with re- to Universal and 20th Century-

Walter Reade a Chairman

lter Reade, Jr. presided over ssion on foreign films. It was ed by some foreign film dis- ors, a score of exhibitors who ad experience with foreign films or regular runs and some ex- rs curious as to how such films be used in their theatres. n D. Golden, Department of ierce, urged exhibitors to take erest in foreign films, pointing iat foreign producers need to distribution in the U.S.A. Gold- id that during his recent trip irope where he attended two estivals he saw many "playable"

Fifth for Small Theatres

e fifth roundtable was for small e owners. Burton I. Jones and t M. Pickus were co-chairmen. problems were discussed from oint of view of the exhibitor who must operate and advertise his attractions on limited budgets. The feeling seemed general that the basic problem was the same for all exhibitors—get more patrons into the theatres.

The first day of the TOA convention formally concluded with a get-together and cocktail party jointly sponsored by NAC, TESMA and TOA. It was to be held out on the starlite patio but was moved indoors on account of rain—the first in three weeks, according to the Floridians.

Militant Action Urged on Industry Problems

(*Continued from page 1*)

shuttered because they are obsolete. Grocery stores had to go through this, he said, but the new stores use showmanship and new theatres will do the same.

¶ Exhibitor organizations must merge "to take advantage of the strength in unity of organization."

Herman Levy

Mitchell Wolfson

Rhoden spoke at the first business session of the convention this morning, at which Sidney Meyer was chairman. Mitchell Wolfson, honorary chairman, welcomed the delegates, and greetings from Great Britain were given by Robert Wotherspoon, provost of the Royal Burgh of Inverness, Scotland.

Ernest G. Stellings reported to the convention actions taken by board of directors yesterday (in Wednesday's MOTION PICTURE DAILY). He also asked for a resolution of the convention complimenting 20th-Fox's policy as outlined to the board by Alex Harrison. Reminded by Wolfson that he did not call for a vote of those opposed, Stellings said, "if any are opposed, they must be distributors."

TOA is now stronger financially then ever before, Stellings told the 150 delegates at the first business session. He also said that despite conditions within the industry there has been a gratifying increase in membership during the past year.

Release Resolution Passed

At Stellings' request the convention also passed a resolution calling for a TOA committee to press on distributors need for an orderly release of product throughout the year.

In connection with the campaign for more films in color Stellings read a wire from Robert Lippert announcing that Spyros P. Skouras, 20th-Fox president, had approved the filming in color of five of the next eight Regal productions.

Burton I. Jones, chairman of the nominating committee, introduced the new officers and executive board members present. It was previously announced that Stellings had been reelected president for another term, together with most of the other officers and executive committee members.

Herman Levy was the final speaker at the first business session and hailed progress made in working with Allied on conciliation and arbitration. Levy said, "I am convinced of the complete sincerity of the distributors on the conciliation plan. They want it to work." The TOA general counsel urged exhibitors to use the conciliation machinery and offered the assistance of the TOA New York office to help any TOA members in this regard. "The plan will fail," he said, "only if the exhibitors do not use it."

So far as arbitration is concerned Levy said an impasse had been reached with the distributors. He claimed that nine separate compromise plans on the problem of arbitrating availability were worked out with the Allied delegates and each one of them was rejected by the distributor arbitrators. However, he said that the TOA committee, as instructed by the board, would continue to press for an arbitration plan and that he was confident that one would be ultimately worked out.

Gordon, Myers Praised

During the course of his keynote address Rhoden interpolated warm praise of Julius Gordon, Allied president, for his support of National Theatres' request to make pictures at the recent Department of Justice meeting.

Rhoden also expressed appreciation to Abram F. Myers, Allied general counsel and board chairman, for seconding Gordon's support of the circuit request.

Rhoden, in the early part of his address, reminded his hearers that in 1952 he delivered a call for unification of exhibitor forces, "so that producers and distributors could have an industry voice that would carry strength and conviction.

"Our present predicament is the result of past failure to act objectively as an industry."

Treats Television

In turning to the problems of the present and future, Rhoden asked: "When are we going to put up a fight for clearance over television?"

He said he had suggested seven years as desirable for clearance in a recent letter to producers. One replied that he was unwilling to grant theatres clearance over television and ended his letter with this: "We must reserve to ourselves the right to determine whether, when and how much we will make our pictures available to television."

"Every survey proves that people expect to see the current picture on television soon," Rhoden asserted.

Would Meet Distributors

Rhoden recommended that the TOA call a meeting with distributors and representatives of the television industry and that a code of ethics be established so that the dignity of both industries can be respected.

Turning to the problem of spaced releases, he said: "Not only is there a tremendous shortage of good pictures, but quality pictures are grouped and released only twice a year. The result of this practice is that we starve in the fall and the spring. We are forced to hold pictures for longer runs than they are entitled to and in the two seasons when they are grouped we have more pictures than we can properly handle. The subject has been well presented by Leonard Goldenson and Edward Hyman."

As the third important problem Rhoden listed the moderization of theatres.

Sees 'New Era' in Offing

"We must adjust our thinking to the future," he declared. "We must prepare ourselves for a new era. An emergency exists today. The package of entertainment that we have been offering is not popular. We must admit that 90 per cent of our indoor theatres are old, originally designed for the era of vaudeville and pictures. In the prosperous years gone by, we were smug and satisfied that our theatre palaces were sufficient for the needs of our patrons.

"When the wide screens came into being, we cheated. Instead of tearing out the old obsolete proscenium arch and stage, we installed our wide screen backstage. Instead of providing ample parking, we let our patrons drive by. The fact is that the 4,000 or 5,000 theatres that are going to be shuttered are obsolete. There probably will be several thousand more. However, that does not mean that the motion picture industry is going backwards. When the neighborhood grocery stores closed one after another, they were supplanted by new supermarkets.

Urges Wall-to-Wall Projection

"My advice is to get wall-to-wall projection. More pictures will be made in the wide screen mediums. Our company has spent millions of dollars and will soon present the Cinemiracle medium. We believe it is better. We hope it will capture enthusiastic support of the people."

In introducing his ideas on the need for unity, Rhoden said the fact that the business is threatened "draws us closer together." He said signs of cooperation were present and mentioned the telecast of the Academy Awards by the industry, the conciliation plan, the desire for increased promotional activities for the benefit of the industry.

The people of

JERRY WALD'S

Peyton Place

are on the screen!

CINEMASCOPE **COLOR by DE LUXE**

Prints available with MAGOPTICAL SOUND The best in Stereophonic Sound

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LANA TURNER

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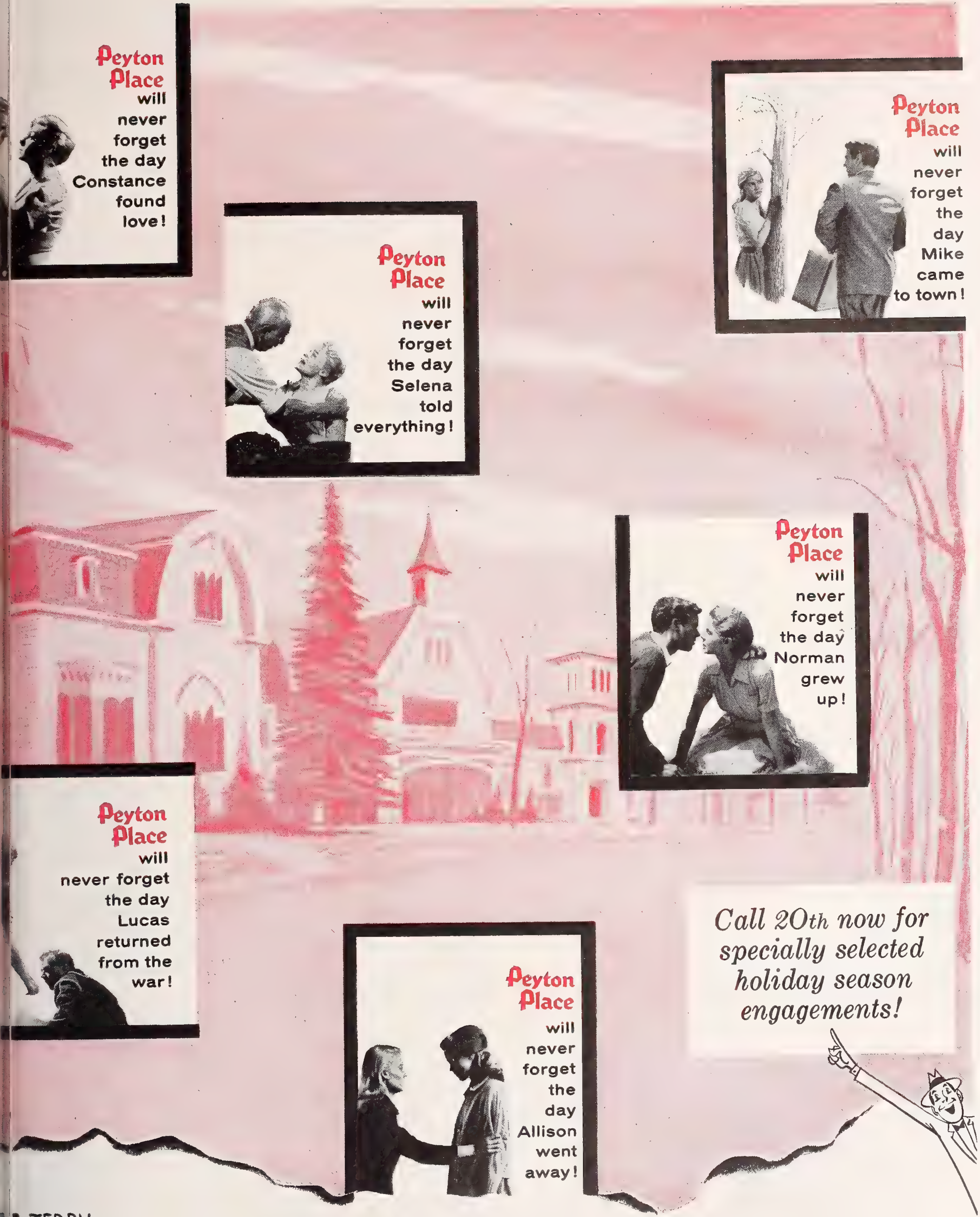

Peyton Place will never forget the day Constance found love!

Peyton Place will never forget the day Selena told everything!

Peyton Place will never forget the day Mike came to town!

Peyton Place will never forget the day Norman grew up!

Peyton Place will never forget the day Lucas returned from the war!

Peyton Place will never forget the day Allison went away!

Call 20th now for specially selected holiday season engagements!

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DAVID NELSON · BARRY COE · BETTY FIELD · MILDRED DUNNOCK
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PRODUCED BY JERRY WALD · DIRECTED BY MARK ROBSON · SCREENPLAY BY JOHN MICHAEL HAYES

SPREAD THE SLOGAN: GET MORE OUT OF LIFE! GO OUT TO A MOVIE!

Television Today

Quiz Pacific

(*Continued from page* 1)

fornia legislative committee hearing headed by Louis Francis, chairman of the state assembly subcommittee on corporation laws.

The telephone company is now studying whether to lease, sell or grant attachment rights to Skiatron-TV, which is urging the San Francisco board of supervisors to grant a franchise.

Denies FCC Jurisdiction

Francis pointed out that while the Federal Communications Commission had jurisdiction over the TV airlanes it could not hamper Skiatron's proposal to wire homes or theatres for closed circuit televising and that it was a matter for local governments to decide.

However, Francis added, the telephone company "most definitely" is regulated by the state as a public utility and as such must operate within the confines of the state laws.

Network Leadership is ABC Goal, Treyz Says

Special to THE DAILY

CHICAGO, Nov. 20.—Pointing out that ABC Television has committed over $60,000,000 in programming for the current season, Oliver Treyz, ABC vice-president in charge of television, today said the network had set as its goal by April of 1958 to be "the leader in night-time audiences in the competitive markets throughout the country where we compete directly with the other two networks."

Treyz was speaking before a meeting of the ABC-TV primary affiliates in the Hotel Blackstone here.

Confident that the goal can be reached in view of ABC's recent gains in audience shares, he showed that ABC has, since last year at this time, achieved a 45 per cent increase in homes reached in the average evening hours.

Sees Gain of 2,000,000 Homes

"This translates to 2 million more American homes now viewing ABC programs than last year at this time," Treyz said. And ABC's biggest rating gains since 1956, he added, have occurred in the live competitive markets in which the network competes directly with CBS and NBC.

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., said much of the success achieved by ABC-TV is attributable to the fine cooperation of the network's affiliates.

The full-day meeting with the station managers concluded with an afternoon session devoted to publicity, advertising, promotion, and exploitation.

Sees Larger, Younger Audience For Television

From THE DAILY Bureau

WASHINGTON, Nov. 20. — This country's population growth means a larger and younger audience for television, according to Harold E. Fellows, president of the National Association of Radio and Television Broadcasters. Fellows told a meeting of the Nashville Advertising Federation that television now has 76 per cent more child viewers under the age of five and 68 per cent more between ages of five and nine than it had in 1940.

Levey Reports Sale of 40,900 Shares of SETC

In a letter to stockholders of Skiatron Electronics & Television Corp., president Arthur Levey has reported the sale of 40,900 of his shares in the company to "friends who wanted to hold them for investment.

According to the letter, an opportunity developed during the last few months which called for Levey's "personal participation in some of the swiftly expanding activities of Skiatron TV, Inc. . . . which have potentials that should result in large and sustained income for SETC." It called for "a very substantial outlay in cash and stock" on Levey's part, which was raised by the sale of the 40,900 shares of SETC stock. He still holds 386,531 shares in SETC.

K. C. Star Co. Must Sell TV, Radio Units

Special to THE DAILY

KANSAS CITY, Mo., Nov. 20. — The Kansas City Star Company is required to sell all the physical assets and good will connected with television station WDAF-TV and radio station WDAF to persons having no interest in the company and who are approved by the Federal Communications Commission. This was announced in an entry of an anti-trust consent judgment by the Department of Justice in Federal District Court.

Complaint Filed in 1953

The Government had filed a complaint on Jan. 6, 1953, charging the company, president Roy Roberts and advertising director Emil A. Sees, with attempting to monopolize and monopolizing the dissemination of news and advertising in metropolitan Kansas City and with excluding all others from publishing daily newspapers there. All the defendants are enjoined from acquiring any interest in any commercial radio or television station in the Kansas City area except with Court approval.

Hyman to Report on Releas

(*Continued from page* 1)

the report will reveal definite progress on the effort on which Goldenson, AB-PT president, and Hyman have been working for more than two years.

Will Meet Krim Today

The AB-PT executives originally planned to arrange a meeting of exhibitors from all over the country with distributors in New York to urge the desired releasing changes on the latter. However, after a recent cross-country trip during which he discussed the project with many key exhibitors, Hyman decided there were too many complications in attempting to arrange such a meeting and discarded the idea. Meanwhile, he has continued to contact distribution heads here on his own. He is scheduled to meet today with Arthur Krim, United Artists president, and Robert Benjamin, board chairman.

U. A. this week announced without reference or relation to the exhibitor proposal a definite release schedu 16 top quality pictures, evenly sp throughout 1958.

Ben Marcus, regional vice-p dent of Allied States, recently quested Eric Johnston, Motion ture Association president, to spo a national meeting of exhibitors distributors on the spaced re plan, but Johnston declined this w saying he did not think it was right way to approach the problem

TOA in Favor

Ernest Stellings, Theatre Ow of America president, told his org zation's annual convention curre in session in Miami Beach that goal of obtaining orderly rele would receive TOA's full backing.

Meanwhile, Hyman and Golde have been quietly continuing work of contacting distributors presenting their case. The result date, it appears, are highly encou ing.

Pioneers to Induct

(*Continued from page* 1)

monies will be New York State Supreme Court Judge Ferdinand Pecora.

Included in the list of 40 inductees are Emery M. Austin, Joseph Bellfort, Edward A. Bendell, Ben Bloom, John P. Byrne, A. Edward Campbell, Howard Dietz, Oscar A. Dobb, Russell V. Downing, Jay M. Eisenberg, Ernest Emerling, Thomas F. Friday, Adolph Goldberg, Irving Goldberg, Saal Gottlieb, Julius Gordon, Nathan Greer, Samuel C. Hart, William B. Jaffee, Ben F. Joel, Kurt E. Kanis, Malcolm Kingsberg, Merlin Lewis, Morris E. Lefko, Henry Marcus, Richard H. Newmayer, Hiram Parks, Seymour Poe, Marvin M. Rosen, Morris Rosenthal, Charles Rosmarin, Silas F. Seadler, Ben Smerling, Sol Stein, Lloyd Thompson Richard F. Walsh, and Don E. Widlund.

Isley Pledges Support In Probe of Toll-TV

Special to THE DAILY

DALLAS, Nov. 20.—Phil R. Isley, president of Phil Isley Theatres here, has written to Senator William Langer pledging his and other Texas theatre owners' cooperation in the latter's investigation of the pros and cons of toll television.

Cites Results of Poll

In his letter, Isley says "Should this pay TV scheme make any further progress, results will unfailingly be disastrous in numerous directions, including the destruction of the motion picture theatre, destruction of free television itself and saddling the public with unjust costs and taxes. . . . Our own survey carefully conducted in Dallas, Houston and Fort Worth revealed an overwhelming rejection of the Bartlesville or any other pay-TV project."

'Oscar' Grou Hits Academ

From THE DAILY Bureau

HOLLYWOOD, Nov. 20. — first firm resistance to the Acade recently-announced reduction in number of awards given in cer categories came today when the m branch, in two resolutions prop by Johnny Green, stated it will re to make nominations under lim conditions and will refuse to ac any nominations made by any o group or accept any awards might accrue from such nominati

The point of the complaint is Academy governors action in rec ing awards for music scoring to from the former two.

ACT Books Stage Sh

African Consolidated Theatres, theatre-operating subsidiary of 2 Century-Fox Film Corp. in South rica, will offer the legitimate st production of "The Pajama Gan Broadway musical of three seas ago, beginning in December.

'Yeller' Here Dec. 17

Walt Disney's "Old Yeller" have its local premiere at the Tra Lux Fifty - Second Street Thea Tuesday night, Dec. 17, in a ben performance for the March of Dim

Get Your Special XMA
Trailers On GREEN FIL
From Good Old Dependab
FILMACK
You Can Always Count On
For Top Quality and Fast Serv
CHICAGO NEW YO

Goldwyn Case

(*Continued from page* 1)

ey Arthur B. Dunne's motion at conclusion of the plaintiff's case dismiss the monopoly charges inst Fox West Coast Theatres and ers.

uring a recess a reporter for tion Picture Daily asked Dunne he had not cross examined Gold- when on Monday the producer the witness stand for question- by his attorney, Joseph L. Alioto. er Goldwyn's brief questioning to waived his legal rights, which rict cross examination to testimony n on direct examination and told ne he was free to question Gold- on any or all testimony heard e the trial started.

We saw no point in cross ex- ning Mr. Goldwyn" Dunne said. u will recall that when the plain- called Cecil B. DeMille and Mary ford as witnesses we did not ose to cross examine because it ld have been a waste of the rts time in this trial, which has ady passed the four-month mark le Mr. Goldwyn's case was being ented. Neither Miss Pickford nor DeMille gave any testimony lly pertinent to the major issues the same goes for Mr. Goldwyn's imony on Monday."

n reply to this statement by ne, the usually mild mannered to almost boiled over.

Points to Subpoena

Neither did we see any point on ing Mr. Goldwyn on the stand," declared, "and it is doubtful we ld have if my client had not been er subpoena served on him more a year before this case came to l, when Mr. Goldwyn happened to in San Francisco. That subpoena served by the defense.

All our attempts to subpoena Mr. uras when he was within geo- hical jurisdiction of this court e unavailing, including the time e this trial started when Mr. Skou- visited San Francisco incognito."

lioto was referring to the day ut two months ago when Skouras in San Francisco registered at a l three blocks from the court- m and actually paid a formal visit Mayor George Christopher in City l and all of which subsequently reported in the local press.

Cleveland Will Have Third Art Theatre

Special to THE DAILY

LEVELAND, Nov. 20.—Starting nksgiving Day this city will have hird art house, when the Cedar- , a 1200-seat neighborhood house Cleveland Heights switches from ventional to art operation. The first action under this policy will be rri." It is planned to play pictures the Cedar-Lee day and date with Lower Mall, both Community Cir- t houses.

ther art theatres now in operation Greater Cleveland are the Heights and the Mayfield Art.

Urges Paid Representative Check, Report on Spacing of Releases

Special to THE DAILY

MIAMI BEACH, Nov. 20—Spacing of releases became one of the big topics of discussion in the first business session of the Theatre Owners of America today and also at the luncheon at the Americana Hotel.

Elmer Rhoden, head of National Theatres and keynote speaker, suggested the employment of a paid representative to check pictures as they go into production and keep TOA members informed on the ultimate release dates.

Eric Johnston, Motion Picture Association president, told his hearers in his luncheon address that he had refused the request of Ben Marcus, head of Wisconsin Allied, that he call an all-industry conference made up of both exhibitors and producers to discuss the problem.

Johnston told the convention delegates that some exhibitors, including Samuel Rosen, executive vice-president of Stanley Warner Theatres, had suggested to him distributors get together and assure a steady flow of releases 52 weeks a year.

Opposes Two Suggestions

He said he agreed there should be a plan for spacing of pictures throughout the year, but disagreed with the two proposals.

"Everyone must realize that the distributors, who are competitors, could not agree under the law to any plan to diminish competition," he said. "If they did, a federal policeman would knock at their doors the next morning."

He favored separate meetings of exhibitors with distributors as a "wide and proper" approach. Some of these conferences are showing "much promise," he declared.

Johnston assured his audience that he would undertake to press on distributors the exhibitors' view that once a release schedule has been announced the distributors should stick to it.

At the morning session Rhoden said in his speech that spaced releases were one of the four most important problems facing the industry. He praised the efforts of Leonard Goldenson and Edward L. Hyman of American Broadcasting-Paramount Theatres to bring about a change and then recommended the employment of a paid representative to keep TOA members in touch with forthcoming product. He urged that the representatives provide information when pictures are going into production and that their ultimate release dates be supplied.

Calls Schedules Unreliable

"This information is not available to us now," he said. "We have advance release schedules, that is true, but we also know how unreliable they can be.

"We must call upon the MPA, as representative of the studios, to cooperate."

While discussing this topic, Rhoden also said: "We should go to our Congressmen and Senators and solicit their support in removing restrictions now being imposed by Department of Justice under the Consent Judgment, whereby former affiliated circuits are restricted from production and distribution."

Kodak Wage Dividend Sets New Record

Special to THE DAILY

ROCHESTER, N. Y., Nov. 20. – The directors of Eastman Kodak Company today voted a wage dividend estimated at $38,200,000 to be shared by more than 50,000 Kodak employees in the United States.

This wage dividend, to be paid next March 18, is the highest amount authorized since the plan was begun by the company 45 years ago, and recognizes the part Kodak people have played in the success of the company.

Kodak directors also declared a quarterly cash dividends of 65 cents a share and an extra dividend of 25 cents a share on the common stock. They declared the regular 1½ per cent quarterly dividend ($1.50) on the preferred stock.

Arthur Loew

(*Continued from page* 1)

efficient in the industry within a period of a few years.

He was elected first vice-president of Loew's in 1927. Last December he replaced Nicholas M. Schenck as president. He resigned shortly thereafter to return to the Loew's International presidency.

While no successor to Loew was announced, reports in the trade are to the effect that Morton A. Spring, first vice-president of the International company is in line to succeed the outgoing president.

Many Theatres

(*Continued from page* 1)

pouring in," the committee said. "Although the campaign so far has been on a no budget basis, there are many instances where exhibitors are banding together locally to purchase auto bumper signs, lobby materials, marquee hangers, 24-sheet spots, truck posters, etc."

Tearsheets have come from such diverse places as New York, Chicago, Boston, Philadelphia, Denver, Detroit, Salt Lake City, Los Angeles, San Francisco, Nashville, Memphis, Cleveland, Columbus, Dayton, Philadelphia, Pittsburgh, Hartford, New Haven, Worcester, Meriden (Conn.), Columbia (S.C.), Jacksonville, Washington, Baltimore and Miami.

Warner Bros.
SAYONARA
in
"Technicolor"
in
"Technirama"
and in
Woman's Day
the A&P magazine

Woman's Day
100 Best Christmas Cookies
Gifts

SAYONARA, starring Marlon Brando and Miiko Taka, has everything it needs to be a sure-fire box office hit—including full-page advertising in Woman's Day (the big national magazine that's sold only at A&P stores). Woman's Day's entire circulation is concentrated in major shopping areas —among families who patronize the big theatres. They'll all want to see Warner Bros.' SAYONARA once they see the ad. The rest is up to you!

THEATRE OWNERS APPROVE

TOA

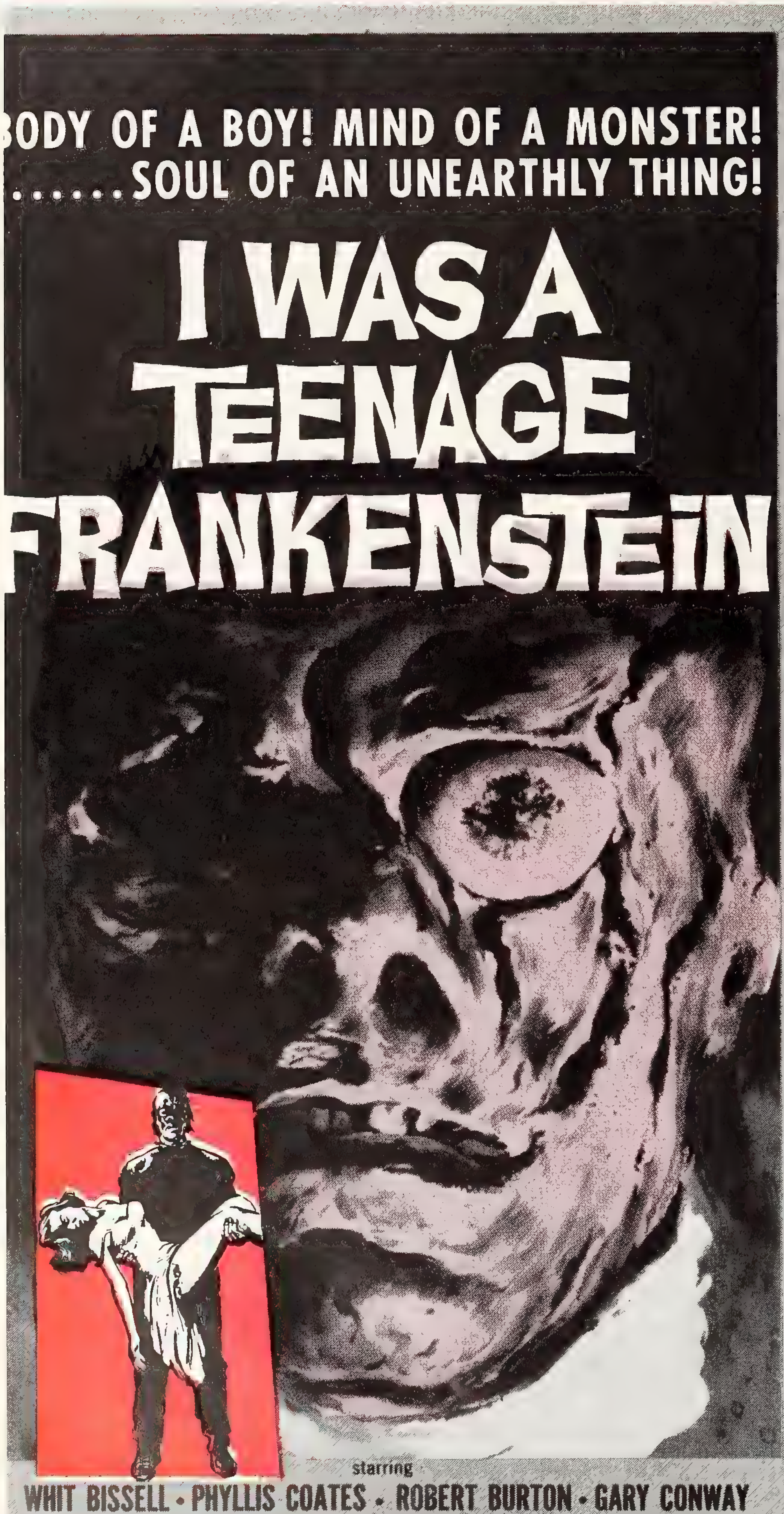
American International

OPENING 75 THEATRES IN TEXAS including INTERSTATE THEATRES CO., ROWLEY UNITED and JEFFERSON AMUSEMENT THEATRES on November 28, 1957

OPENING WARNER THEATRE, OKLAHOMA CITY — PLUS 50 VIDEO INDEPENDENT THEATRES, December 12, 1957

OPENING PARAMOUNT and FENWAY THEATRES, BOSTON — PLUS 55 OTHER THEATRES THROUGHOUT NEW ENGLAND on January 15, 1958

OPENING STANLEY WARNER, ALHAMBRA THEATRE, MILWAUKEE on November 28, 1957

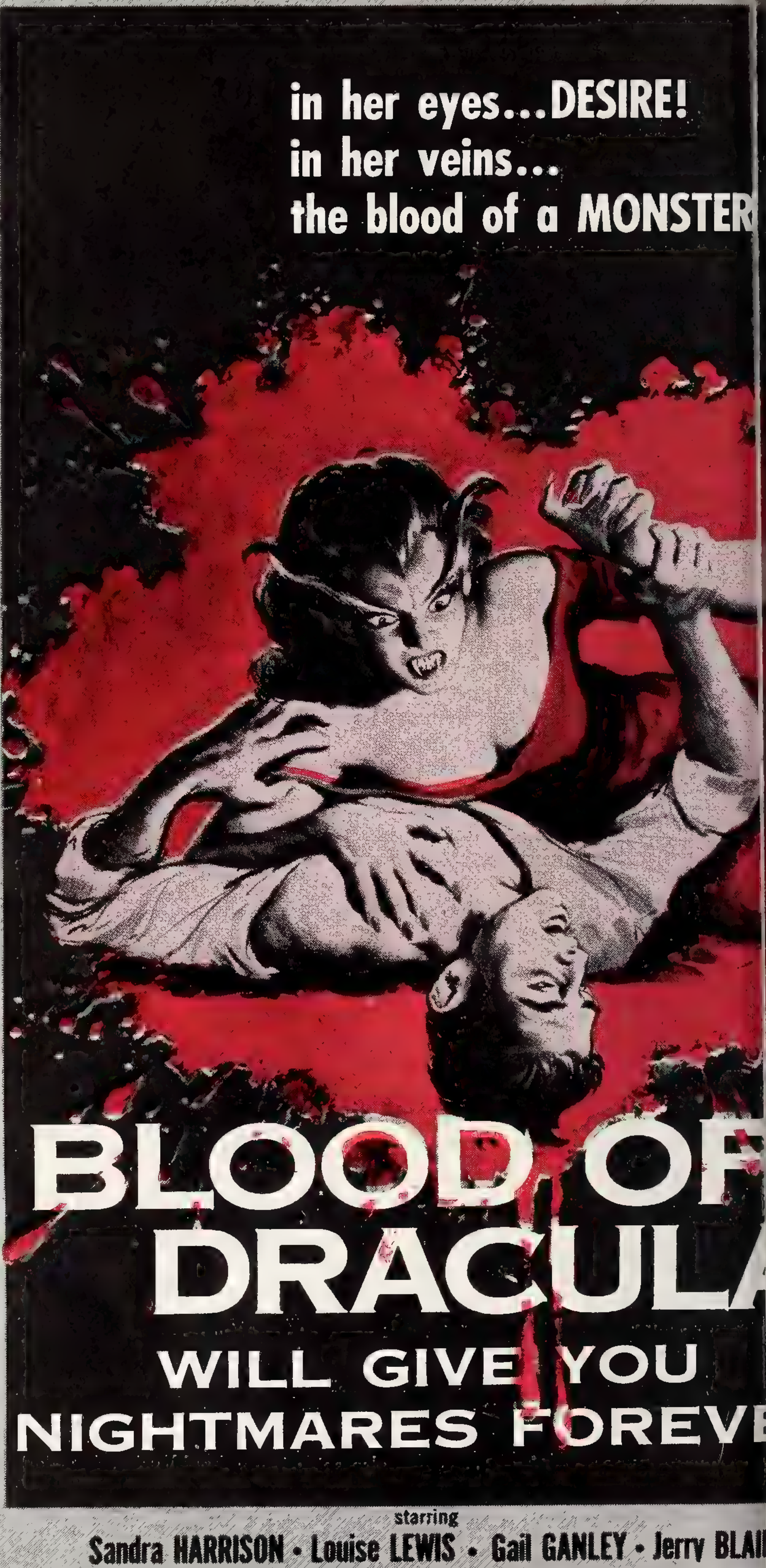

ODY OF A BOY! MIND OF A MONSTER!
......SOUL OF AN UNEARTHLY THING!
I WAS A TEENAGE FRANKENSTEIN

starring

WHIT BISSELL · PHYLLIS COATES · ROBERT BURTON · GARY CONWAY

Produced by HERMAN COHEN · Directed by HERBERT L. STROCK · Screenplay by KENNETH LANGTRY

A JAMES H. NICHOLSON-SAMUEL Z. ARKOFF PRODUCTION · AN AMERICAN INTERNATIONAL PICTURE


in her eyes...DESIRE!
in her veins...
the blood of a MONSTER
BLOOD OF DRACULA
WILL GIVE YOU NIGHTMARES FOREVE

starring

Sandra HARRISON · Louise LEWIS · Gail GANLEY · Jerry BLAI

Produced by HERMAN COHEN · Directed by HERBERT L. STROCK · Screenplay by RALPH THOR

A JAMES H. NICHOLSON-SAMUEL Z. ARKOFF PRODUCTION · AN AMERICAN INTERNATIONAL PICTU

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MOTION PICTURE DAILY

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. 82, NO. 100 NEW YORK, U.S.A., FRIDAY, NOVEMBER 22, 1957 TEN CENTS

TOA Takes Stand Against Every Form of Pay-TV

ets Press

artin Says 'U' acks Orderly eleasing Plan

o Favors Substantial n Clearance Over TV

niversal is sympathetic both to scheduling of properly spaced re-s as far in advance as possible to the granting of substantial ance to theatres over television e company's product, Henry Mar- Universal's new general sales ager, told trade press publishers editors at a luncheon here yes-y.

artin pointed out that Univer- new season schedule—from Oc-r, 1957, to November, 1958, calls a minimum of 39 pictures and the release schedule is set now o August. He will leave here to-row for the West Coast and after

(*Continued on page* 10)

st Settlement of Conciliation Case

Vhat may have been the first ad-ment of a conciliation complaint er the industry program which be-e effective Nov. 1 was settled cably in Universal's New Haven ange recently, Henry H. Martin, eral sales manager, reported yes-lay.

ecause the case was handled at branch level, details were not nediately available in New York. vever, it was an availability case was settled to the satisfaction of concerned in a minimum of time, rtin reported.

number of other conciliation es are on the records but if any e reached final disposition, they e not been announced.

Cable Theatre In New York in Jan., TOA Told

Special to THE DAILY

MIAMI BEACH, Nov. 21.—Leading exponents of wired television, including representatives of Telemeter and Jerrold Electronics, were astonished today by the announcement that eight major cable television installations would be made by Selectivision, Inc., starting Jan. 1.

This announcement was made by Bernard L. Goldenberg, assistant to the president of Selectivision, at the

(*Continued on page* 7)

Is the First All-Inclusive Opposition By Any Major Exhibitor Organization; Says Medium Would End Theatres

By MARTIN QUIGLEY, Jr.

MIAMI BEACH, Nov. 21—Theatre Owners of America has taken a stand against all forms of pay-television. The organization's "disapproval and condemnation" applies equally to cable-TV and to broadcast pay-TV, according to a resolution passed at the end of a closed business session which lasted all afternoon. The standing vote was unanimous, TOA officials said. No one stood up to vote against the

(*Continued on page* 6)

M. A. Spring New Loew's Int'l. Head

Joseph R. Vogel, president of Loew's, Inc., announced yesterday that Morton A. Spring, first vice-president of Loew's International Corp., had been advanced to the pres-

(*Continued on page* 3)

Horror Show in 3-D For RKO Syracuse

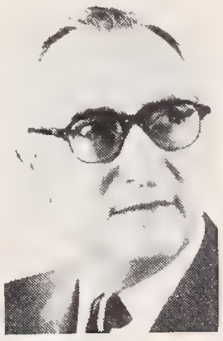
RKO Keith's Theatre, Syracuse, N. Y., has scheduled a "horror show" in 3-D for Friday, Nov. 29, as a novel experiment coupling a revival of the process with the current popularity of horror films. The promotion theme is "Three times the thrill!"

Matty Polan, RKO Theatres out-of-town booker, set the show which involves Universal's 1954 3-D release, "The Creature from the Black Lagoon" and a "Hollywood Monster" in person act. About 3,000 pairs of 3-D glasses were obtained for the show which, if successful, may be repeated and expanded over the circuit, an RKO Theatres official said.

Tribute to Will Rogers Hospital Paid by Montague at TOA Meet

Special to THE DAILY

MIAMI BEACH, Nov. 21—A. Montague, in his capacity as president of Will Rogers Memorial Hospital and Research Laboratories, made the principal address at the Theatre Owners of America luncheon today. He announced that the cost of turning over one of the three floors of the hospital for the care of all diseases of the chest, except TB, had cost $80,000 and that operating expenses of this expanded service to all members of show business and their families is now estimated to come to $60,000 or $80,000 a year.


A. Montague

Montague noted that in the past four months 52 patients had been discharged from the hospital, 32 of whom were TB patients and 20 had other chest diseases.

Special tribute was paid by Montague to the late Charles J. Feldman, for his distinguished work as distributor chairman of the hospital committee.

Montague also explained that the Eastman Kodak Co. had entrusted to the Will Rogers Research Laboratories a complex project involving the

(*Continued on page* 6)

Television Today Page 10

UA WELCOME TOA DELEGATES! UA

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox general sales manager, will return to New York today from Miami.

•

GEORGE WELTNER, president of Paramount Film Distributing Corp., will return to New York today from Hollywood.

•

JERRY PICKMAN, Paramount advertising-publicity vice-president, will return to New York today from the Coast.

•

ASTRID and **BJARNE HENNING-JENSEN**, Scandinavian producing-directing-writing team, will return to Copenhagen today from New York by way of London.

•

RUSSELL HOLMAN, Paramount Eastern production manager, will return to New York on Monday from the Coast.

•

RUTH POLOGE, publicity assistant for Rank Film Distributors of America, will leave here at the weekend for Pittsburgh, Detroit and other key cities.

•

ELIZABETH PARONICK, secretary to **EDWARD F. ADDISS**, Jr., director of operations for TNT Tele-Sessions, has announced her engagement to **JACOB JOSEPH PAVLICA**, Jr., of Wellington, N. J.

•

EARL I. MCCLINTOCK, member of the Paramount Pictures directorate, will return to New York from London tomorrow via B.O.A.C.

Balaban On NBC Sat.

Trends in the motion picture industry will be discussed by Barney Balaban, president of Paramount Pictures, on the Monitor program over NBC network at 12:30 P.M. tomorrow. Balaban's observations were tape recorded at the recent first anniversary celebration of the run of "The Ten Commandments" at the Criterion Theatre.

'Nelson' Gross $50,000

United Artists' "Baby Face Nelson" grossed $50,000 for the first two days of its opening key city engagements in Akron, Buffalo, Canton, Harrisburg, Hartford, New Haven, Providence, Reading, Washington and Wilmington, the company reported.

To Promote 'tom thumb' To Local Civic Groups

From THE DAILY Bureau

LONDON, Nov. 21. — Producer George Pal, as part of an advance pre-selling campaign for his initial independent Galaxy Pictures production, "tom thumb," for MGM release, plans to send enlargements of one or two key stills to local chapters of Kiwanis, Rotary, Chambers of Commerce and other civic organizations throughout the United States.

Approximately 10,000 photos, in color, will comprise the broadside, suggesting magnitude and novelty of the part puppetoon and part live-action production, which Pal will place before the cameras at British-MGM studios here Nov. 25.

'Peyton' World Bow in Camden, Me., on Dec. 1

Jerry Wald's "Peyton Place" will have its world premiere Dec. 11 in Camden, Me., the New England community where much of the 20th Century-Fox production was filmed. The event, to be attended by Maine's Gov. Edmund Muskie, will benefit Camden's Friends of the Community Hospital.

In premiering the picture in the New England town, Wald is adhering to a petition signed by each member of the community, asking that the motion picture be given its debut in Camden.

Mass Dates for 'Notre'

Allied Artists has booked "The Hunchback of Notre Dame" in 115 theatres simultaneously for runs to begin Dec. 11. Among the circuits to play the picture will be RKO, Skouras, Century, Randforce, Prudential, Interboro, Brandt, Ligget, Florin, Island, Fabian, J & J and Triangle.

'Shadow' Here Nov. 27

Distributors Corporation of America yesterday announced that the American premiere of "Cast a Dark Shadow" will be held at the Radio City Guild Theatre on Nov. 27.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"DON'T GO NEAR THE WATER"
starring GLENN FORD
GIA SCALA • ANNE FRANCIS • EVA GABOR
An M-G-M Picture in CINEMASCOPE and METROCOLOR
and SPECTACULAR STAGE PRESENTATION

Boston Operator Sues On 'Perri' Contracts

Special to THE DAILY

BOSTON, Nov. 21. — Louis Richmond, owner of the Kenmore Theatre, has filed an anti-trust suit in U.S. District Court as a result of a controversy with Buena Vista Distributors Co., Inc., and Kingsley-International Pictures Corp. over a change in bookings of "Perri." He seeks immediate injunctive relief. Trial on a claim for treble damages will be sought later.

Richmond said he bid on "Perri" prior to Oct. 4 for a mid-November playdate. He was told the Gary has won the contract. Later he bid on Walt Disney's "Old Yeller," which went to the Beacon Hill, although, according to Richmond's complaint, that theatre was already under contract to play "And God Created Woman."

WB Names Buchanan

Buchanan & Company, Inc. has been appointed advertising agency for Warner Bros. Pictures. The account will be handled from the agency's New York and Hollywood offices.

Star Is 'Frosting on Cake': Fairbanks

"The star is the frosting on cake, and the public is buying cake," actor-producer Douglas F banks said here yesterday at a p conference at the Warner Bros. ho office, in reference to the declin star system, comparing film mak today and "in the good old days."

In comparison to twenty or th years ago, when a motion pict story was written to conform t particular star's talents, or ev sometimes, to a sensational t Fairbanks said that a well presen and well played story is much m interesting to the public than a na personality could hope to be.

Fairbanks was optimistic about public's taste in entertainment, gave television credit for "wideni the public's intellectual horiz

While he thought that present production methods are more effici Fairbanks felt that the "old days l the advantages of the excitement a new medium, and the willingn to experiment and take a chance."

Much is being made these days of the gregarious American's "togetherness." In the more than half a century since the first motion-picture parlors opened for business, nothing has come along to replace the theatre as the place where all elements of the community sit down and relax together, enjoying a common experience in a common meeting place.

—LEONARD SPINRAD, writing in The New York Times

reprinted by

McCall's

the magazine of Togetherness,*
reaching more than 5,000,000 families

*Togetherness is the registered trademark of McCall's Magazine

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 forei Single copies, 10c.

ring Named

(*Continued from page* 1)

y. He will succeed Arthur Loew, e resignation was announced nesday, effective December 31.

ring has been vice-president since . Previously he was assistant to r Loew. In 1942 when Loew in the army he was foreign man- He is a native of New York

Joined Company in 1923

ring first joined Loew's, Inc., in and the following year trans- d to the International Corpora- Since that time he has become of the most widely traveled ex- ves in the industry and is fami- vith the 47 foreign branches and the 32 Metro theatres.

ew explained his resignation by g that he was tired of the re- ibilities of work in a large cor- ion.

intree' to Have Dual al Engagements

-G-M's "Raintree County" will its New York engagement in two res simultaneously—Loew's State he Plaza—on December 20, the any announced yesterday. Both ings will be on a continuous run y in the version which is two and 48 minutes long.

ior to the regular showings the re will have an invitational pre- at the State on the night of 19. The picture is currently ing on a two-a-day basis in sev- other cities, including Louisville, Angeles, Boston, Chicago and ington, D. C. In these engage- s a version of the film is used h runs three hours and five tes.

Circuit Stockholders eting Off to Dec. 16

e annual meeting of the stock- rs of United Artists Theatre Cir- Inc., scheduled to be held at more next Monday will be held for the purposes of adjournment ec. 16.

e adjournment will be due to s in the preparation of the report the fiscal year ended Aug. 31. . Frisch, secretary, has informed tockholders that the management s to have the report distributed e the annual meeting is held.

Dion Services

ineral services will be held to- ow for Herbert Dion, 90, father- w of Ed Hinchy, head of the ner playdate department, at the on Funeral Home, Floral Park P.M.

elson' to Brooklyn

nited Artists' "Baby Face Nelson" have its New York premiere at w's Metropolitan Theatre, Brook- next Wednesday.

English Teachers Hit 'Foul' Ads

Special to THE DAILY

WARRINGTON, Eng., Nov. 18 (By Air Mail)—School teachers here, led by headmaster K. C. Greenwood, have protested against "X" films and "foul advertisements" for cinema shows.

They specified a front-page ad in a local sheet for five horror films at four cinemas in the town, adding: "The very nature of the advertisements was repulsive in the extreme."

The teachers added: "We who have the task of teaching adolescent girls and boys cannot but lament the shocking standard to which we have descended in the realm of entertainment. Much is heard today on juvenile delinquency and many suggestions are forthcoming to deal with this social problem, yet we must be nothing short of canting hypocrites to pay mouth service to reforming boys and girls who go astray, and yet permit the shocking films here depicted."

Calls Rule 'Farce'

According to spokesman Greenwood, although children under 16 cannot enter a cinema when an "X" film is being shown, the rule is "a farce" because many children look older than they are, and thus gain admittance. He calls for the banning of horror films, and says they are worse than the already-banned horror funnies.

Light Huge B'way Sign With Berle as Emcee

A nine-story high sign with 6,500 bulbs and a half-mile of neon tubing was added to the Times Square illumination last night by Time, Life and Sports Illustrated Magazines. Twenty-three other spectacular signs were darkened for the first time since World War II in salute. Milton Berle was master of ceremonies. Time Publisher James Linen, and Life Publisher Andrew Heiskell threw the switches.

'Paris' Due in March

Max E. Youngstein, United Artists vice-president, just returned from Paris where he screened the Bob Hope-Fernandel starrer, "Paris Holiday," recently completed there, said the picture will be released in late March or early April. Youngstein, who made the trip with Hope, was highly enthusiastic about the new comedy's boxoffice values.

Heavilin Is Dead

CEDAR GROVE, N. J., Nov. 21.—J. Seegar Heavilin, for many years an editor of Paramount newsreels and documentary films, died in his sleep at his home here at the age of 52. Heavilin also did theatrical, fund-raising and industrial publicity and was an advertising copywriter.

Va. MPTOA to Start Drive for New Slogan

Special to THE DAILY

RICHMOND, Nov. 21 — An active campaign to combine with business men in the promotion of the new industry slogan "Get More Out of Life—Go Out to a Movie"—is planned by the Virginia Motion Picture Theatre Association. Details will be discussed at the annual winter meeting December 5 at the Jefferson Hotel. Non-member exhibitors, distributors and suppliers have been invited.

Committees have been named to contact newspapers, the restaurant association, department stores and others to enlist cooperation. Dave Kansky, public relations director for Neighborhood Theatres, will describe the plans.

The Virginia State Restaurant Association has already endorsed plans to tie in with the slogan. Carlton Duffus, executive secretary, will give details on the accomplishments to date, and Sidney Bowden, general manager of Wilder Theatres, will explain a school tie-up now being used in Norfolk.

RKO Studio Workers Told of Desilu Deal

From THE DAILY Bureau

HOLLYWOOD, Nov. 21. — The transaction by which RKO Radio studios in Hollywood and Culver City will pass to Desilu Productions, Inc., has reached the signing stage, according to Bernie Weitzman, Desilu business administration head.

With the principals in the negotiations, Daniel O'Shea, Desi Arnaz and the latter's attorney, Martin Leeds, expected to arrive tonight from New York, in anticipation of the transaction's conclusion, Weitzman has posted notices in the studio saying:

"To all concerned: Desi Arnaz wants you to know that he has just completed negotiations with Thomas O'Neil, president of RKO Teleradio, for the purchase of the RKO Gower Street studios and studios at RKO-Pathe in Culver City. These studios will be used in addition to our current occupancy at the Motion Picture Center studios."

New Dates for AIP Dual

HOLLYWOOD, Nov. 21.—James H. Nicholson, president of American International Pictures, has revealed the firm's next double-horror package, "I Was a Teenage Frankenstein" and "Blood of Dracula," has been signed up for three regional bookings, in Texas, New England and Oklahoma, aggregating 183.

New Cinerama House

SYRACUSE, N. Y., Nov. 21.—The Eckel Theatre here will become a Cinerama theatre on Jan. 8, 1958, in a deal negotiated by B. G. Kranze, vice-president of Stanley Warner Cinerama, and George U. Lynch of Schine Enterprises.

PEOPLE

Joshua Logan, director of "Sayonara," will be guest of honor at a press luncheon to be given by Warner Bros., distributor of the picture, at Sardi's next Tuesday.

□

Arthur Krim, United Artists president, and **Robert Benjamin,** board chairman, were congratulated at a meeting here yesterday by **Edward L. Hyman,** AB-PT vice-president on U.A.'s recent announcement of a year's evenly spaced quality releases.

□

Albert M. Pickus, owner of the Stratford Theatre, Stratford, Conn., and a vice-president of Theatre Owners of America, has been nominated as a director of the Stratford Chamber of Commerce. Election is set for Dec. 12.

□

Abe Fisher has rejoined Republic Pictures, Chicago, in a sales capacity. **Wally Dorff,** who has been assistant in the offices there, is resuming his duties in the territory.

□

Boyce Nemec, New York management consultant, discussed "How Standards Help the Motion Picture Industry" at a session sponsored by the SMPTE during the eighth National Conference on Standards held at the St. Francis Hotel, San Francisco. The conference was held in conjunction with the 39th annual meeting of the American Standards Association.

□

Phil Gotthoffer has joined the advertising staff of Filmack Trailer Co., Chicago. He will handle the company's monthly publication, "Inspiration."

□

James Robertson Justice, actor, seen most recently in the Rank Organization's "Doctor" series, has been named **Lord Rector** of Edinburgh University, Scotland.

□

James P. Gelger has been named manager of the Turner Theatre, Jacksonville, a unit of Stein Theatres. He replaces **R. N. Thomas,** who has been transferred to Adel, Ga.

□

William Hebert, a booker for 20th Century-Fox in Albany, N. Y., has been transferred to the Buffalo exchange in the same capacity.

□

Louis H. Purcell, with the Ansco sales organization for 20 years, has been appointed Los Angeles district manager for the company. He replaces **W. B. Hughes,** who will continue in the sales organization in the capacity of senior sales representative.

THIS IS

UNIVERSAL-INTERNATIONAL SHOWMANSHIP AT ITS TIMELY, TERRIFIC BOX-OFFICE BEST!

THIS IS

THE RED-HOT EXPLOITATION EXPLOSION OF THIS CENTURY WITH THE GREATEST PRE-SOLD AUDIENCE OF OUR TIME!

THIS IS

in Eastman COLOR

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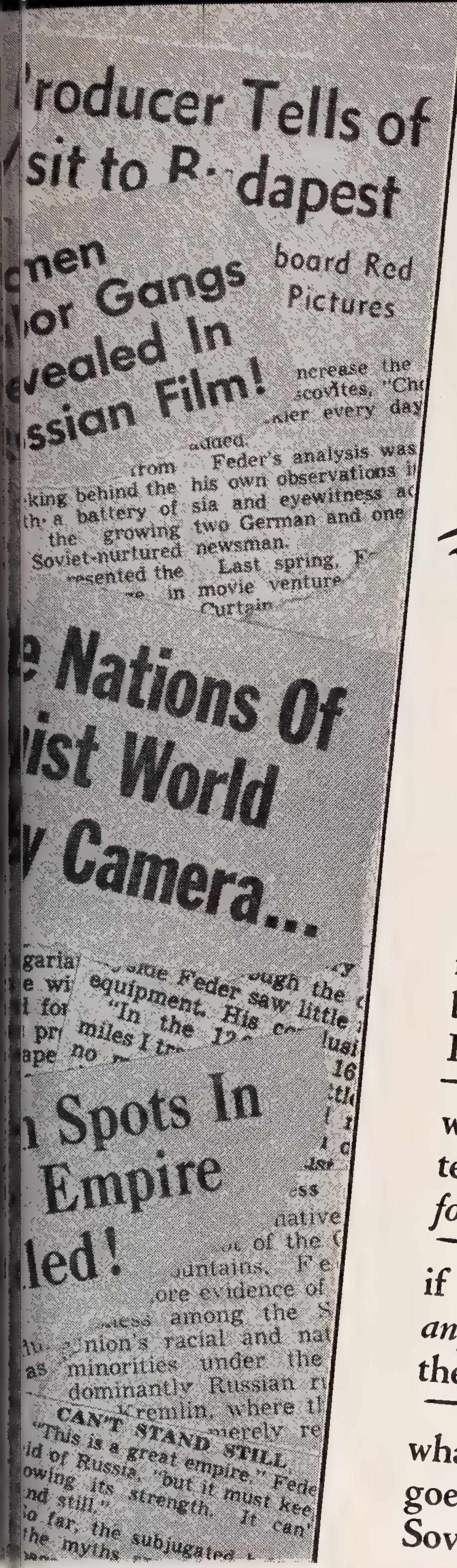

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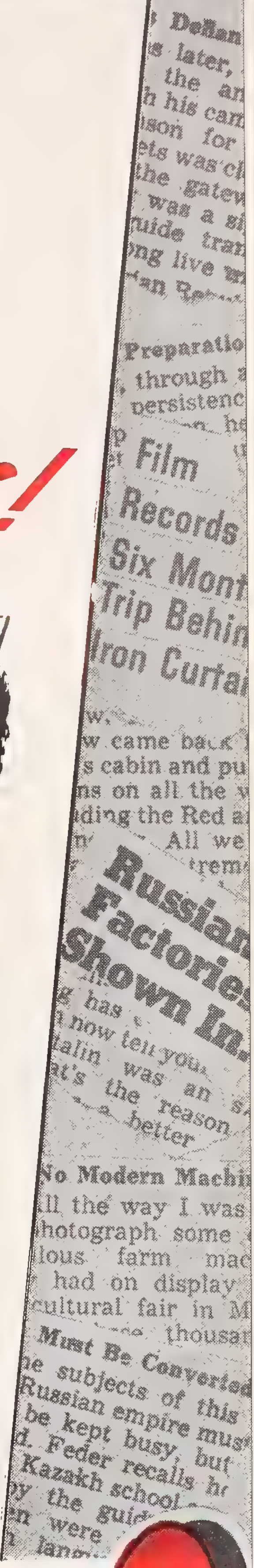

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LAND OF CONTRAST and MYSTERY THAT PRODUCED *THE EARTH SATELLITES!*

DO YOU KNOW...

what Russian women are *trained* to do?

if there is racial segregation behind the Iron Curtain?

what Soviet teenagers are *forced* to learn?

if there is *any freedom* in the U.S.S.R.?

what *really* goes on in Soviet schools?

THE MOST INTIMATE PICTURES EVER TAKEN OUT FROM BEHIND THE IRON CURTAIN!

YOU'LL SEE THE ASTOUNDING ANSWERS IN THE MOTION PICTURE THAT TAKES YOU 20,000 MILES BEHIND THE IRON CURTAIN!

RUSSIA!

...from the BALTIC to the CHINESE BORDER!

NAC Sessions On Drive-ins And Popcorn

By RAY GALLO

MIAMI BEACH, Nov. 21.–The second "brainstorming" seminar of the National Association of Concessionaires today covered the topic of getting the most out of drive-in and outdoor concesssions. This meeting took place in the Florida Room of the Americana Hotel under the chairmanship of Spiro J. Pappas, of Alliance Amusement Co., Chicago.

The panel members were Bert Nathan, board chairman of NAC and operator of the Theatre Drive-In Concession Co., New York; Phil Lowe, of Lowe Concessions; Mel Wintman, of Smith Management; Irving Shapiro, of Concession Enterprises, and John Flanagan, of Theatre Confections, Ltd., Toronto.

Dr. Sandorf Special Guest

Alfred Olander of Montebello, Cal., and Dr. Marvin Sandorf, operator of the Twin Drive-In Theatre, Indianapolis, also participated. Dr. Sandorf was a special invited guest of the NAC, who gave for the first time to this audience his usual inspiring speech concurrently in another room of the Americana Hotel.

Another important meeting was taking place, devoted to popcorn discussion. The members of NAC represented at this meeting were processors, manufacturers, wholesalers, jobbers, distributors and brokers of popcorn and popcorn seasoning. Harold F. Chesler of Theatre Candies Distributors of Salt Lake City was chairman and moderator.

The discussions today picked up much of the same theme of yesterday about how to increase sales of concessions and emphasized again the price and size of items plus proper packaging.

Equipment Shown

Much new equipment used for dispensing food and drinks was given special mention at this meeting and several are displayed in the trade show of this convention. Among them are the new APCO dispenser of soft drinks with an ice cube, the Venda-Frank hotdog machine manufactured by U.S. Vending, a deep fat-frying filter by Sparkler Manufacturing, chocolate milk shakers and soup dispensers along with mechanical servants and the new wireless speaker called Wisp.

These and many others were given special mention as the new tools to do a better and more efficient job of selling to both indoor and outdoor patrons.

The 165 exhibits included displays by Coca-(Cola, Pepsi-Cola, Doctor Pepper Nehi, Orange Crush, Canada Dry, Apco, Rowe, Savon, Manley, and Simplex Equipment Co.

The combined NAC-TOA-TESMA cocktail party last night turned out to be a house of friendship party which was held indoors instead of outdoors due to weather conditions. Nearly all the delegates registered at this convention were in attendance.

Tonight the night club party at the Fontainebleau was sponsored by Pepsi-Cola. Saturday at the close of the convention the president's banquet of the TOA will be sponsored by the Coca-Cola company and preceded by a cocktail party given by National Carbon Co.

Friday's "brainstorming" sessions will be devoted to the topic of new ideas on automatic vending.

TOA Opposes All Pay-TV

(*Continued from page* 1)

sweeping resolution of the convention.

This action represents a new policy by this or any other major exhibitor group. Up to now exhibitors in their opposition to pay-TV have made it clear that they were against only the forms which use over-the-air broadcast. On the other hand, till now exhibitor organizations have generally been either neutral or in favor of cable television as a potential expansion of the theatre.

Wolfson and Blank Comment

Mitchell Wolfson and Myron Blank explained at a press conference that TOA believes that no form of pay-TV is in the best interest of either exhibition or the American public. Wolfson said, "I think we should tell the distributors that if they turn over pictures to pay-TV it will mean the end of motion picture theatres."

The TOA resolution, Blank pointed out, represents the stand of the organization and individual members are in no way barred from doing whatever they think best in their own situations. This means, at least theoretically, there may be members of TOA who install cable-TV systems even though their organization is against this course of action. It is known that there are some members of TOA who are in at least the advanced stages of negotiations looking to the establishment of cable theatres.

Calls Co-Existence Impossible

TOA as an organization, according to the resolution, feels that free broadcast television and any type of pay-TV cannot co-exist because pay-TV could only succeed by usurping all of the popular programs and personalities which the public now enjoys without payment. It was predicted that any form of pay-TV would harm the economic health of thousands of theatres and other businesses.

TOA, through its various units plans to urge on all members of Congress, state legislatures and municipal bodies the passage of legislation which will preserve freedom to use home TV sets without charge. TOA intends to carry its campaign to other industry organizations, as copies of the resolution are to be furnished all such organizations as well as the presidents and sales managers of all motion picture producing companies in the U.S. and Great Britain.

The TOA resolution was made available only in draft form because, officials said, the final draft is to be prepared by legal counsel.

Louis A. Novins, president of Telemeter, told MOTION PICTURE DAILY, "regardless of any resolution passed by TOA as an organization, we have been highly encouraged by the number of individual members of TOA who are actively soliciting us for Telemeter franchises. We have no doubt about the seriousness of these members of TOA in seeking to adjust to new and advanced means of bringing entertainment to the people. No resolution can stop the inevitable course of progress. We are content to leave the decision to the American people."

'Surprising,' Says Shapp

Milton J. Shapp, president of Jerrold Electronics, commented as follows:

"This resolution is surprising in view of the great interest shown by a large number of exhibitors at this convention in the Jerrold cable theatre. In any industry, radical advances are met by opposition. That was the history of 'talkies' and drive-ins. As with these advances, the success of cable theatre will be decided by the public."

Tribute by Montague

(*Continued from page* 1)

cutting of a lung into over 750 sections and the photographing of each in three dimension for the assistance of scientists and doctors throughout the world.

Sidney Markley, vice-president American Broadcasting - Paramount Theatres, was toastmaster. As executive in charge of the company's feature film production he announced that none of the AB-PT features made so far, or to be made, would be released to television for at least seven years.

Aims at One-a-Month

Markley also said that, starting in January, AB-PT hopes to have one release each month.

Gordon Winkler, of Daniel J. Edelman Associates, spoke briefly on a screen advertising research project sponsored by the Motion Picture Advertising Service of New Orleans and five other distributors of screen advertising. The MPAS was host at the luncheon.

Albert Pickus, TOA assistant president, lead all present in a moment of prayer for the late Nat Williams, who was scheduled to be one of the principal speakers at the convention.

Dais guests included Burt Nathan, S. L. Gillette, Tom LaVezzi, Diana Denis, Richard Kennedy, June Kenny, Carl Mayberry, George Kerasotes; Shirley Falls, R. E. Hessey, Merlin Lewis, Philip Harling, J. Fred Brown, Clarence Golden and Lee Jones.

Miiko Taka Guest Luncheon, Style Sho

Special to THE DAILY

MIAMI BEACH, Nov. 21. – than 300 ladies of the TOA, NAC TESMA convention were presen day at a luncheon and fashion at the Fontainebleau Hotel. Mrs. ney Meyer, wife of the co-own the Wometco Theatre circuit, Mrs. Lee Koken, wife of the pres of the NAC were among the impo guests. Mrs. Albert Pollack was c man of the day.

Introduced by Mrs. Wolfso

Mrs. Mitchell Wolfson introd Miiko Taka, star of "Sayonara," explained that the pillow and that she wears in the back of costume is merely a decoration.

After the lovely fashion show sented by Jordan Marsh, Mrs Weiss of Miami distributed p Miss Sandra Stellings of Charl N.C., daughter of the presiden TOA, did the drawing for the p

Today's event was just one full program of social engagem scheduled for the entertainmen the distaff side at the convention

Sightseeing Tour Included

Yesterday, under the chairman of Mrs. Wolfson, the ladies comm sponsored a sight-seeing tour of Miami area and a delicious luncheon at Miami Springs V About 150 wives of TOA deleg took part in the "tropical advent Mrs. Ed Melniker was chairma the day, assisted by Mrs. Hal Fel Mrs. Fred Meyer and Mrs. Ge Hoover.

Mrs. Harry Bostwick and Sonny Shepherd are assistant chairmen of the over-all wom committee. –K.I

L. A. Luncheon Mond Of Foreign Press Uni

From THE DAILY Bureau

LOS ANGELES, Nov. 21.– Hollywood Foreign Press Associa will hold a luncheon Monday at Beverly Hills Hotel, at which J Gibson, president of the Los Ang City Council, will receive the "Gol Gondola" bestowed on him by Mayor of Venice at the Venice F Festival.

Venice festival awards will be sented to producers, directors players also.

Harry Zehner Dies

HOLLYWOOD, Nov. 21.–Fune services will be held in Houston, T for Harry H. Zehner, who died night while on vacation in that c Deceased was a member of the P duction Code Administration st which he joined in 1938 after hav been associated with Universal P tures since 1920, first as secretary Carl Laemmle, Sr., and later as sistant general manager of the stud His widow, son and daughter survi

ble Theatre

(*Continued from page 1*)

re Owners of America session “Cable TV—Is It Good or Bad xhibition?” Goldenberg said con- had already been signed with ion Strausberg, Interboro Circuit, n Seider, Associated Prudential, ther exhibitors for immediate in- ions in Manhattan, Queens and k counties in New York, in Eliz- , N. J., in Bridgeport, Conn., and uburb of Cleveland, Ohio.

Theatre Area Needed

der the Selectivision plan, as out- by Goldenberg, speaking for Hamilton, president of Selecti- , the exhibitor makes available quare feet in his theatre for the sary equipment and serves as a agency for electronic cards used attachment on the home TV er. Selectivision, it was said, the $50,000 cost of the equip- in the theatre plus about $100,- f additional costs for the cable n and shares equally with the tor any profits, after operating ses. Moreover, Selectivision, nberg said, will pay any loss. ly, installations are to be made n two miles of the theatre where rograms will originate.

denberg also said that Selectivi- ad already made contracts with lephone companies covering op- ns in many states. In New York kesman for the telephone com- however, denied a deal has made. (See separate story.)

Five Houses Named

atres involved in the initial ivision installations were named llows: Elmwood Theatre, Elm- an Interboro circuit theatre; ne Theatre, a Lane Enterprise in lower Manhattan, Stuyvesant , a theatre in Hicksville (a Pru- l house), and one in Bridgeport, , and Cleveland Heights, Ohio.

ectivision, Goldenberg pointed plans to work entirely with ex- rs. Subscribers will pay no cost d the program cards which they ase. The cost of each film is to 0 per cent of the adult admission of the theatre. The gadget to be at the set was developed at a of a half million dollars by one e major electronic firms which nberg declined to identify. The ation for the Elmwood at Elm- is to have an initial coverage 5,000 families. Selectivision is o have the backing of a number ge real estate companies which mably own or manage many of partment houses in the vicinity.

Active in TV Field

milton, Selectivision president, dentified as a former governor of ornia Stock Exchange, active now number of enterprises, including sion, film production and a nger service. One of his compa- makes “The Shadow,” a TV film . Associated with Hamilton are Veintraub and J. Williams. One of the firms in the group is called Motivation Research Associates.

SESSIONS AND PERSONS, at the TOA: above, Samuel Pinanski, president Ernest Stellings, Eric A. Johnston; right, David Jones, opening the advertising-publicity meeting; and, lower right, Albert Forman and Paul Krueger at the drive-in discussions.

M. P. DAILY pictures

Paul McNamara, International tional Telemeter, has called attention to the similarity of illustrations used in a folder distributed by Selectivision to one issued some time ago by Telemeter.

Philip Harling Moderator

While other points raised during the well-attended session were somewhat overshadowed by the Selectivision announcement, the whole discussion, moderated by Philip Harling, was interesting. At the beginning, Harling announced that Ted Leitzell of Zenith Phonevision had written “that they were not concerned with cable TV,” and RCA said, “the company was not in a position to furnish a speaker.” Henry Griffing, of Video, sponsors of the Bartlesville, Okla., cable movies, wrote they had proved that the installation was technically feasible, but it was too early to know whether it was desirable. Griffing said his circuit will continue to share all data, as available, with the industry but that it was too early to know all the answers. Harling noted that Skiatron did not answer TOA's invitation.

Shapp First Speaker

Milton Shapp, president of Jerrold Electronics, was the first speaker. He repeated a contention he has made for two years—that exhibitors should own the systems locally. He criticized the rush for franchises.

“A serious franchise application,” he declared, “should be the culmination rather than the beginning of a properly planned and executed program.” He offered the services of his company to any exhibitor contemplating an application for a franchise.

Herbert Barnett, National Theatre Supply, said, “many other theatre tests are urgently needed to determine whether the public will buy and continue to pay for pictures in their homes.”

Carl Leserman explained the origin of the Telemeter idea. He said people are spoiled today. They have so many conveniences in their homes. They will want to have movies there. “Telemeter is developing in a logical, sane pattern.”

Following the presentation of these men favoring cable TV, Mitchell Wolfson said, “I don't believe in it. It will put us out of business by taking away from theatres first run movies. I contend cable TV cannot succeed without first run films. Theatres will commit financial suicide if we encourage, support or participate in any move which lets distributors give first runs to cable TV.”

Marcus M. Cohn, Washington lawyer, also spoke in opposition to cable TV, saying, “I would not counsel anyone to run pell mell into any aspect of toll TV. He may find himself making 6 per cent on his capital investment, and 6 per cent is the death knell of good entertainment.” Cohn said he believes that cable TV would end up a regulated utility coming into the homes “with as much variation and romance as gas, electricity or water.”

Louis Novins of Telemeter arose immediately to challenge Cohn. Novins said that a limitation by government regulation on profit of an entertainment media went against all experience. He also pointed out that the real decision about cable TV will not be made by anyone but the American public. If the public wants it, someone will offer the service. Telemeter proposes that exhibitors determine “how they can fit into the picture.”

Shapp also commented that for once he fully shared the Telemeter view. He said that some thought radio would destroy the record business. Yet the record business—a form of pay music compared with free music on radio—is healthier now than ever.

Others who spoke briefly were Walter Reade, Jr., A. Bourdouris, Roy Cooper and Sam Pinanski.

Cable-Theatre Deal Is Denied Here

By WARREN HARRIS

New York Telephone Company and metropolitan area exhibitors reported at the TOA convention to be involved in arrangements to introduce closed circuit telecasts of films into homes in the New York area admitted yesterday having had discussions with Selectivision officials, but most of those contacted denied that any deals had been concluded yet.

The arrangements were reported to the TOA meeting in Miami Beach yesterday by Bernard L. Goldenberg, assistant to the president of Selectivision.

Seider Reticent

Joseph Seider, president of Associated Prudential Theatres, and Solomon Strausberg, president of Interboro Theatres, both of whose circuits were mentioned in Miami as having concluded deals with Selectivision, said that “it was too early in the game” to reveal any of their negotiations with the pay-TV company.

An executive of the New York Telephone Company emphatically denied the report that Selectivision had made any kind of an agreement with the telephone company for installation of the proposed system. He said that Selectivision had asked for and been quoted prices on wiring, but that no deal had been signed.

T. J. Hamilton President

T. J. Hamilton is president of Selectivision and Charles Augsberger vice-president, according to Emanuel Danby, secretary, who was the only executive of the company who could be reached here yesterday. Danby said that he was not in a position to reveal any of the deals in which his company was involved or anything about its financial organization.

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UA ANNOUNCES THIS BA
IN A BALANCED RELEASE
AS A PART ONLY OF THE U

JANUARY - FEBRUARY - MARCH

LEGEND OF THE LOST

Technirama • Technicolor • Starring John Wayne • Sophia Loren • Rossano Brazzi Produced and Directed by Henry Hathaway • A Batjac Prod., Panama, Inc. Pres.

THE QUIET AMERICAN

Starring Audie Murphy • Michael Redgrave • Claude Dauphin • Giorgia Moll Written for the screen and Directed by Joseph L. Mankiewicz • A Figaro, Inc. Prod.

PATHS OF GLORY

Starring Kirk Douglas • co-starring Ralph Meeker • Adolphe Menjou • Directed by Stanley Kubrick • Produced by James B. Harris • A Bryna Production.

WITNESS FOR THE PROSECUTION

Starring Tyrone Power • Marlene Dietrich • Charles Laughton • Directed by Billy Wilder • Produced by Arthur Hornblow • An Edward Small Presentation • Based on Agatha Christie's smash Broadway play.

APRIL - MAY - JUNE

RUN SILENT, RUN DEEP

Starring Clark Gable • Burt Lancaster • Directed by Robert Wise • Produced by Harold Hecht • A Hecht, Hill and Lancaster Presentation

PARIS HOLIDAY

Technirama • Technicolor • Starring Bob Hope • Fernandel • Anita Ekberg • Martha Hyer • Directed by Gerd Oswald • A Tolda Production.

GOD'S LITTLE ACRE

Starring Robert Ryan • Aldo Ray • Tina Louise • Directed by Anthony Mann Produced by Sidney Harmon • A Security Pictures Presentation • From the world's greatest best-selling novel by Erskine Caldwell.

THUNDER ROAD

Starring Robert Mitchum • Directed by Arthur Ripley • A DRM Production.

Keep this ad and check our performance against our promise!

AN EVENT!

eed of all exhibitors!

G OF BLOCKBUSTERS

DULE FOR THE FULL YEAR 1958

OGRAM FOR 1958!

JULY - AUGUST - SEPTEMBER

THE BIG COUNTRY

Technirama • Technicolor • Starring Gregory Peck • Jean Simmons • Carroll Baker Charlton Heston • Burl Ives • Directed by William Wyler • Produced by William Wyler and Gregory Peck • An Anthony-Worldwide Production.

THE VIKINGS

Technirama • Technicolor • Starring Kirk Douglas • Tony Curtis • Ernest Borgnine Janet Leigh • Directed by Richard Fleischer • Produced by Jerry Bresler • A Kirk Douglas Production.

KINGS GO FORTH

Starring Frank Sinatra • Tony Curtis • Natalie Wood • Directed by Delmer Daves Produced by Frank Ross.

CHINA DOLL

Starring Victor Mature • Prod. and Dir. by Frank Borzage • A Batjac Presentation.

OCTOBER - NOVEMBER - DECEMBER

SEPARATE TABLES

Starring Rita Hayworth • Deborah Kerr • David Niven • Wendy Hiller • and Burt Lancaster • Directed by Delbert Mann • Produced by Harold Hecht • A Hecht, Hill and Lancaster Presentation.

MAN OF THE WEST

PRODUCTION STARTS IN JANUARY

In color • Starring Gary Gooper • A Mirisch Co. Production.

THE BARBARA GRAHAM STORY

PRODUCTION STARTS IN JANUARY

Starring Susan Hayward • Directed by Robert Wise • Produced by Walter Wanger A Figaro, Inc. Production.

AND FOR CHRISTMAS 1958

Burt Lancaster in

THE UNFORGIVEN

All this, and Mike Todd's "AROUND THE WORLD IN 80 DAYS", too. Plus additional big ones about to go into production in time for 1958 release!

THRU
UA

Television Today

Skiatron Delay Seen in S. F.

Special to THE DAILY

SAN FRANCISCO, Nov. 21 – Hopes of Skiatron-TV getting a franchise here in time to start business before the major league baseball season starts next April flew out of the toll-TV window today. In fact, it appeared problematical as to whether Skiatron or any other cable operator would be in a position, if and when San Francisco grants a franchise, to offer 1958 football games to a paying TV public.

Committee Convenes

At the opening session of a California legislative committee inquiring into the aspects of whether the state should take over the regulation of toll-TV, a spokesman for the Pacific Telephone and Telegraph Co. stated emphatically that if a franchise were granted tomorrow Skiatron couldn't possibly make its physical arrangements in time for the major league baseball games and added he had serious doubts the technical preparations could be completed in time even for next fall's football season.

G. A. Gitchell, assistant vice-president of the Pacific Tel and Tel, made these observations from the witness stand under questioning by Louis Francis, chairman of the committee.

Depend on Phone Company

All cable-TV operations in California must depend on the phone company to supply the wires for transmitting any type of program.

Another spokesman for the phone company, Carl Holmes, told the committee:

"The provision of local channels needed for closed circuit TV could involve construction of facilities costing many millions of dollars. Quite clearly, the telephone company cannot invest large amounts in anticipation of a public demand which has not been proven and may not exist without adequate guarantees, for to do so would place other essential communication services at risk.

'May Be Impractical'

"On the other hand it may be impractical in most communities to construct a new distribution plant of wires, poles and underground conduits, duplicating the telephone company's existing facilities just for closed circuit TV."

SPECIAL TRAILERS
GOOD and FAST
and packed with SELL-MANSHIP is what you always get from reliable
FILMACK
CHICAGO 1327 S. Wabash
NEW YORK 630 Ninth Avenue

FCC Okays NTA Buy Of Minneapolis Station

From THE DAILY Bureau

WASHINGTON, Nov. 21. – The Federal Communications Commission has granted the application of National Telefilm Associates to purchase KMGM-TV, a Minneapolis station.

This marks NTA entree into television ownership. The company has an application with the commission for the purchase of WATV, Newark, N. J., and has indicated its plan to apply for the maximum number of television stations allowed under FCC rules. NTA, whose president is Ely A. Landau, purchased the Minneapolis outlet for $650,000 from United Television, Inc.

Commissioner Robert Bartley dissented from the decision, because of what he called the "vertically intregrated nature of NTA operations." He pointed out that NTA, which is nationwide in scope," would be acting not only as a producer and distributor of films for television but also as an exhibitor of those films. He asked the FCC to investigate the situation, "with particular emphasis on the competitive practices" NTA proposes to follow in competing for film with other stations.

Points to Anti-Trust Suit

He also reminded the Commission that NTA is a defendant in an anti-trust suit brought last year by the Department of Justice and charging illegal conspiracy and block-booking in licensing film for television. "Careful scrutiny" of this situation is necessary, Bartley said.

The grant to NTA does not broaden the number of stations servicing the public, Bartley said, but does "increase the concentration of ownership of existing facilities in fewer and fewer hands."

Exhibition Contracts Up 206% in Year for NTA

A total of $17,720,134 in exhibition contracts written by National Telefilm Associates, Inc., for the 12-month period ending July 31, 1957, an increase of 206 per cent over the previous year's figure, was reported here by Ely Landau, NTA chairman of the board and chief executive officer.

Net income for the 1957 fiscal year totaled a record $1,094,031, equal to $1.60 per common share on the 682,526 average number of shares outstanding during the year. In fiscal 1956, a net income of $441,877 was reported, equal to 68 cents per common share on the 650,000 shares outstanding during the year. The 1957 net income represents a 148 per cent increase over the previous year's net.

The report also disclosed that at the close of fiscal 1957, NTA had total assets amounting to $32,143,270, as against $13,092,934 12 months earlier.

"DO YOU HONESTLY BELIEVE THERE IS A SHORTAGE OF PRODUCT
That started it—an argument strong and long, as Universal's new sales ma
ager "Hi" Martin talked to, and teased, trade publishers and editors, wh
he met yesterday, over luncheon food and drink, for the first time. With hi
above, were the company's eastern ad-exploitation manager, Charlie Simone
peering in at the right, who said (also provocatively) exhibitors are "mo
administrators than showmen"; and its eastern publicity manager, Phil Gera
left, who coined this one: "Seriously, there is a shortage of public." For mo
of what went on, see below. . . .

'U' for Releasing Plan: Mart

(*Continued from page 1*)

conferences at the studio will be able to complete the release schedule from May to next November, he said.

Martin pointed out that this does not represent any policy change for the company, that there has always been definite assurance of a specific number of pictures annually from Universal with no deliberate holding back of its biggest pictures.

Talked With Hyman

He said he had met on the subject recently with Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, who has been urging distributors for long to adopt orderly release schedules for their top pictures and to designate release dates a year in advance.

Earlier this week, Arthur Krim, United Artists president, announced a 1958 release schedule with 16 top quality pictures evenly spaced over the year.

Martin said that while favoring substantial clearance on its product for theatres over television, the company wanted to study the subject thoroughly before making a definite statement of policy.

Maybe Five Years, He Says

"Five years, the period currently suggested by some exhibitor leaders, may be right," Martin said. "On the other hand, maybe it should be seven years, or longer. At the moment, we don't know. Universal's thinking on the subject is indicated, I'm sure, by our record in the matter of selling our backlog for TV use. We were almost the last company to do so. That's an indication of our basic policy."

Martin was asked to comment on the address of Eric Johnston, Motion Picture Association president, to
Theatre Owners of America con
tion in Miami Beach on Wedne
in which Johnston characterized
tribution charges that exhibitors
abandoned showmanship to cavo
winter resorts, and have perm
their theatres to fall apart from
of proper maintenance as "a me
buckshot."

Dislikes Generalization

Martin said he felt it was u
for either exhibitors or distributo
generalize. Some distributors
some exhibitors are at fault, he
served, but they can't all be put
der the same blanket of critic
There are good, honest, effe
hard-working men on both sides,
new "U" sales head declared.

Martin said he did not agree
a genuine product shortage exist

"If a shortage of top quality
tures is meant, that is something
ferent," he said.

Rossen Takes B&K U

CHICAGO, Nov. 21 – The
ate Theatre, one of three ho
closed by Balaban & Katz on
14, will be reopened on Thanksgi
Day by John Rossen who is ta
over operation of the theatre for
showing of Spanish films exclusiv
Rossen will close his Cinema Ar
which is a Spanish-language op
tion.

$1,042,292 to PCC

HOLLYWOOD, Nov. 21.—Mo
Picture Charities Committee campa
chairman James Stewart has
nounced that $1,042,292 has b
contributed by 21,899 individuals
the midway point in the annual dr

"V for VOGEL!"

NOVEMBER 25th will be a night to remember as the industry salutes Joe Vogel, Pioneer of the Year at the Waldorf-Astoria. Ticket sales surpass anything in the history of Pioneer parties because the word has got around that there'll be more fun and more surprises than ever. Enjoy yourself with the friends you'll be happy to see again.

MOTION PICTURE PIONEERS 19th ANNUAL DINNER

Honoring Joseph R. Vogel, Pioneer of the Year . . . Mon., Nov. 25th

TICKETS *(for members only)* $20 each. Send your check today to Ned E. Depinet, 1270 6th Avenue, New York City

Let's make this the best yet!

'58 MODEL T*

Advance design and streamline styling always capture public attention—and that's why the Prize Baby is blowing his horn for the merry, happy new holiday vehicles designed to convey Yuletide and year-end greetings to your patronage.

Modern in concept and moderate in cost, these '58 model trailers are worthy of attention by model theatre men with the "forward look."

So, make a date with the '58 holiday models for Christmas and New Year's!

GET MORE OUT OF LIFE GO OUT TO A MOVIE!

***TRAILERS, OF COURSE.**

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

82, NO. 101 NEW YORK, U.S.A., MONDAY, NOVEMBER 25, 1957 TEN CENTS

2 Resolutions

A Acts on ademy TV, surance Plan

Theatres Close on r-Presentation Night

Special to THE DAILY

MI BEACH, Nov. 24. – Two
ions were passed at the Friday
oon business session of Theatre
s of America.

first recommended to the TOA
of directors that TOA urge all
es to close the evening of the
my Awards presentations and
r endorsed the group life insur-
plan recently submitted to the
ership.

A. Lightman proposed the reso-

(*Continued on page* 4)

vention Trade Show led One of the Best

By RAY GALLO

AMI BEACH, Nov. 24. – The
d International motion picture
e equipment and concession
show closed Saturday at the
icana Hotel here. The last
storming session of the National
iation of Concessionaires was

(*Continued on page* 4)

'Dodgers' Exclusive Skiatron Indicated

Special to THE DAILY

N FRANCISCO, Nov. 24–Skia-
TV already rebuffed numerous
by the San Francisco board of
visors in Skiatron's quest for a
hise to operate here, apparently
not signed up the Los Angeles
ers for exclusive rights to toll-
Dodger games. This was revealed
y at the final hearing of a legis-

(*Continued on page* 3)

elevision Today Page 5

Columbia Will Do All Possible to Aid Orderly Releasing Plan: Montague

Special to THE DAILY

MIAMI BEACH, Nov. 24–"I believe in orderly release of product, just as you do," Abe Montague, vice-president of Columbia Pictures, told the Theatre Owners of America convention at its morning session on Friday at the Americana Hotel here. "Columbia," he continued, "will do everything humanly possible–with due regard to proper distribution and the views of our production partners–to maintain orderly release."

Montague pointed out that pictures cannot be turned on the market until

(*Continued on page* 4)

Pioneers Fete Vogel Tonight

Joseph R. Vogel will be honored as the Motion Picture Pioneer of 1957 tonight at the 19th annual dinner of Motion Picture Pioneers at the Waldorf Astoria here. About 500 guests are expected.

Joseph Vogel

Vogel, who rose from his first job as an usher in a Loew Theatre to the presidency, will be honored for his contributions to the industry.

Ten men have previously received this honor–Adolph Zukor, Gus S. Eyssell, Cecil B. DeMille, Spyros P. Skouras, the Warner brothers (jointly), Nate J. Blumberg, Barney Balaban, S. H. Fabian, Herman Robbins and Robert J. O'Donnell.

More than 75 new members will be

(*Continued on page* 2)

See 'Terrific' Problems In Bringing Pay-TV Here

By WARREN HARRIS

"Terrific administrative problems" will have to be surmounted before any pay-TV system begins operations in New York City, it was predicted here at the weekend by a member of the city's Bureau of Franchises. His was only one of several opinions expressed

(*Continued on page* 2)

Kirsch Deplores Cut In Color Films Output

CHICAGO, Nov. 24–The decline in color pictures was one of the principal subjects of discussion at the meeting of Allied Theatres of Illinois here late last week.

Jack Kirsch, president, submitted

(*Continued on page* 2)

REVIEW:

The Enemy Below

20th-Fox—CinemaScope

Single combat in modern warfare has been attempted before as a theme for a motion picture but never has it been done with the single focus clarity of this production from the hand of Dick Powell who gets well deserved credit for an extraordinarily well done job of production and direction.

Starting from a novel by Commander D. A. Rayner which has had a wide sale, Powell sets Robert Mitchum and Curt Jurgens as the opposing warriors who as the captain of an American destroyer escort and of a German U-boat match wits, skill, experience and psychology in a 24 hour game of deadly hide and seek.

Mitchum, as the American captain, has the single purpose of de-

(*Continued on page* 6)

1st TOA Head Speaks

Motion Picture Has No Place In TV: Gamble

Warns Exhibitors Toll-TV Could 'Spell Their Doom'

By MARTIN QUIGLEY, JR.

MIAMI BEACH, Nov. 24 – "The motion picture entertainment of the future has no place on television–on either free television or paid television," Theodore R. Gamble, first president of the Theatre Owners of America told a convention lunch honoring all past presidents at the Americana Hotel here on Friday.

Theodore Gamble

Ted Gamble, one of the organizers of TOA and its predecessor, American Theatres Asso-

(*Continued on page* 5)

Fabian Cites TOA's Progress in Unity

Special to THE DAILY

MIAMI BEACH, Nov. 24. – Si Fabian, one of the founders and chief supporters of Theatre Owners of America, acted as chairman of the lunch Friday honoring past presidents of the organization. In his opening remarks, Fabian said one of the found-

(*Continued on page* 5)

Ask Charlottesville Ban Amusement Tax

Special to THE DAILY

CHARLOTTESVILLE, Va., Nov. 24.–City Council has been requested by Charlottesville's motion picture exhibitors to abolish the 5 per cent amusement tax charged on all admissions.

Morton G. Thalhimer, speaking for

(*Continued on page* 3)

PERSONAL MENTION

ADOLPH SCHIMEL, Universal Pictures vice-president and general counsel, is scheduled to return to New York today from Europe.

•

Wolfe Cohen, president of Warner Brothers International, returned to New York over the weekend from South America.

•

Bernard M. Kamber, executive assistant in charge of Hecht-Hill-Lancaster's New York office, arrived in Hollywood over the weekend from New York.

•

Harry Peasgood, executive of Technicolor, Ltd., arrived here on Saturday from London via B.O.A.C.

•

Albert E. Sindlinger, business analyst, has returned to his Ridley Park, Pa., headquarters from New York.

•

Beverly Ann Aurrichio, daughter of **Joseph Aurrichio**, vice-president of JJK Copy-Art Photographers, was honored with a "Sweet 16 Party" on Saturday at the Mayan Room, Radio City.

•

R. D. Purie, producer-distributor, has arrived in New York from London.

•

George Muchnic, M-G-M executive, returned to the Coast yesterday from New York.

•

Mark Robson, director, will arrive in New York this week from Hollywood.

Robert Sherman Leaves RKO Theatres Post

Robert Sherman has resigned as head of film buying and booking for RKO Theatres in the New York and New Jersey metropolitan area, the company announced on Friday. Sherman has held the post for the past several years, and prior to that served the company in other capacities.

No successor has been named.

'Angels' Dates Set

Universal's "The Tarnished Angels" has been set to open in key cities over the country for the Christmas-New Year's holidays.

See N. Y. Pay-TV Big Problem

(*Continued from page* 1)

here about Selectivision, Inc.'s proposal to begin pay-TV operation in this vicinity early next year.

According to the Bureau of Franchises member, very little is known in municipal and even state government circles about toll television—the basic principles, the various companies and the ramifications it could have in existing laws. An application for any kind of a franchise in New York City alone has to go through months of red tape even before it gets to the Board of Estimate, which could then hold up action on the application for as long as it saw fit.

Circumvention Possible

A toll television company could, however, according to a spokesman for the New York Telephone Co., get around obtaining a municipal franchise by securing the permission of the telephone company, which already has a franchise to build wire networks over private property, to use its facilities. Bernard Goldenberg of Selectivision, Inc., told Theatre Owners of America conventioneers in Miami Beach last week that his company had signed a deal with the New York Telephone Co. for installation of a toll-TV system here, but completion of such a deal was denied by the telephone company.

Before any company does sign with the telephone company, it was learned that new wires would have to be strung up in addition to those now in existence. An official of Selectivision reported at the weekend that the telephone company had quoted $34,000 as the price for setting up a system which would operate out of the Elmwood Theatre in Elmhurst and which would cover a radius of approximately three square miles.

Financial Setup Clarified

Release of a stock prospectus by Selectivision has also clarified the financial and executive organization of that company. Selectivision's original capitalization of 6,000,200 shares, of which 6,000,000 shares of the par value of ten cents each were common stock Class "A" shares, 100 shares without nominal or par value were common Class "B," and 100 shares also without nominal par value were preferred stock, was changed by amendment to its charter to 1,000,000 shares of common stock, par value ten cents per share. 252,000 shares of its stock are presently issued and outstanding, all of which are fully paid. There are or will be options outstanding covering an additional 302,000 shares.

Based on a one year's operation in a community with 100,000 television sets adaptable to Selectivision, the company is hopeful that at least 25 per cent may subscribe at average monthly income on a pay-as-you-see basis of $10, the prospectus claims. Should this be so, the average monthly gross income would be $3,000,000. After paying all expenses and writing off all anticipated costs during the first year, the company has estimated that a net, before taxes, of approximately $1,000,000 could be earned. This amount would be divided equally between Selectivision and the franchise theatre owner, according to the company.

The prospectus lists as stockholders the following: Bernard L. Goldenberg, a director, 200,000 shares; Seymour Weintraub, original president of the company, 22,600 shares; J. T. Hamilton, president and director, 12,400 shares; Abraham Katz, 1,000 shares; Jules Spaulder, vice-president, treasurer, and a director, 1,000 shares; Judge William B. Northrop, 3,000 shares; Emanuel H. Demby, secretary and a director, 10,000 shares; Jay Williams, a director, 2,500 shares.

'Wind' Bow to Benefit Orphan-Adoption Group

"Wild Is the Wind," produced for Paramount by Hal Wallis, will be given a premiere at the Astor Theatre here on Dec. 11, with the proceeds of the performance going to WAIF-I.S.S., the inter-country adoption division of the International Social Service.

Jane Russell and Joan Crawford are the national president and New York chapter president, respectively, of the sponsoring organization, which seeks foster parents in the U.S. for orphaned children of Europe and Asia.

Screen Publicists Vote To Raise Strike Fund

The Screen Publicists Guild, District 65, RWDSU, AFL-CIO, has voted to establish a strike fund in the battle with Warner Brothers to save 32 advertising-publicity jobs. The fund will be made up of weekly contributions from members prorated on the basis of salaries.

Action committees have been named to handle contract negotiations. American Arbitration Association hearings will begin Nov. 27.

Levin Signs Retchin

HOLLYWOOD, Nov. 24 — Irving H. Levin, president of AP-PT Pictures Corp., has announced the signing of writer-producer Norman Retchin to produce four pictures for the company.

Changes in Clearance Sought by Thornton

Special to THE DAILY

ALBANY, Nov. 24 — Film E changes here have been notified th George Thornton plans to file a fc mal request, through conciliation m chinery, for removal of the clearan which Walter Reade Theatres has two indoor theatres in Kingston ov Thornton's Orpheum in Saugerti 13 miles distant.

Kingston is serviced from Ne York; Saugerties, from this city. Al involved is Reade's 9-W Drive-I near Kingston.

Pioneers Fete

(*Continued from page* 1)

added to the roster, the largest grou thus far in the history of the orga ization. The largest previous grou was 70 in 1952. The candidates w be inducted by Supreme Court Ju tice Ferdinand Pecora.

Dr. Everett R. Clinchy, preside of the National Conference of Chri tians and Jews, will deliver the i vocation. The "Star Spangled Ba ner" will be sung by Bill Haye baritone.

Howard Dietz, vice-president Loew's, Inc., will be the toastmaste Al Rickey and His Orchestra, w furnish music. Cab Calloway an Alan King will entertain.

Will Honor Mrs. Cohn

The Pioneers will present a silv tray to Mrs. Jack Cohn inscribed wi words of tribute for Jack Cohn, "wh inspired the creation and growth the Pioneers."

Louis Nizer will be the princip speaker.

A Chevrolet will be presented the holder of a lucky ticket. Th proceeds will go to the Motion Pi ture Foundation which aids the need of the industry.

'Nelson' Continues Big

United Artists' "Baby Face Nelson began engagements in nine new citie late last week and grossed a combine opening day total of $15,108, the com pany announced at the weekend. I addition, the picture has been hel over in seven other key engagement it was stated.

V. W. Footman Dies

DENVER, Nov. 24.—Vincent W Footman, 64, former owner of th Liberty Theatre, Colorado Spring Colo., former partner in the Victory Denver, died in a Pueblo, Colo., hos pital, following a long illness. He i survived by his wife, Gertrude.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

Belfast May Ban Ford's 'Rising Moon'

Special to THE DAILY

BELFAST, Northern Ireland, Nov. . (By Air Mail)—John Ford's "The sing of the Moon" may be banned re following a recommendation of e local police committee. The group reed on the move after a private reening attended by only three out its 15 members.

Heavy criticism is likely to be velled at city authorities for making e decision with so small a meeting. ie recommendation was made on litical grounds.

Councillor J. D. Barbour, who was esent at the private screening, said e last part of the film, titled "1921," d dealing with the escape of a litical prisoner under sentence of ath, was offensive. The committee id any showing in Belfast would be -timed in view of current Irish Reiblican Army troubles.

any Industry Events his Week in Toronto

Special to THE DAILY

TORONTO Nov. 24.—An active eek is promised delegates to a series industry events the week beginng tomorrow.

The annual meeting of the Motion cture Theatres Association of Onrio, with luncheon following, will be e opening event. Guest speaker at is year's luncheon is Albert E. Sindger, president of Sindlinger Co., dustry analysts.

Tuesday's meeting will be the anual meeting of the national commite of Motion Picture Exhibitors Asciation of Canada, followed by a ncheon given by Super Pufft Poprn, Ltd. In the evening, the month meeting and dinner of the Toronto ariety Club will be held at the rince George Hotel.

The Canadian Motion Picture Disibutors Association will be hosts at luncheon for the delegates to the nnual meeting of the Motion Picture ndustry Council of Canada. The IPICC will continue its sessions on hursday.

The highlight of the week is hursday—the annual awards dinner f the Canadian Picture Pioneers, folowed by a dance. At this, W. A. omerville, Sr., will be honored as he Pioneer of the Year, with Ken each receiving a special award, and he Vancouver branch being honored or its activities on behalf of the Pioeers.

Hurley Services Held

Funeral services were held here aturday for Albert E. Hurley, president of the Hurley Screen Co., who died Thursday of a heart ailment. Inerment was at the Cold Spring, N. Y., Memorial Cemetery. He was 64 years old. Besides his wife, he is survived by a son, Nelson, who has been associated with him in the manufacture of motion picture screens.

Ask Charlottesville Tax Ban

(*Continued from page 1*)

Neighborhood Theatres, Inc., which operates three of the city's four movie houses, charged that the city amusement tax is "unfair and discriminatory" and that the city license tax charged theatres "is out of line with that charged other merchants."

Thalhimer said the alternative to being relieved of the amusement tax would probably be closure of two of the three theatres. The three are the Jefferson, which has first-run films; the Lafayette, which carries western, crime and adventure films, and the University, which features art, foreign and old films.

Paid $12,694 Last Year

Thalhimer went on to say that the three theatres last year paid license and amusement taxes of $12,694, whereas three competing merchants "with the same receipts would have paid $643."

He cited figures for the city's fourth and largest theatre, the Paramount, which showed it had paid $10,905 in taxes last year.

"For our three houses," Thalhimer added, "there was a 41 per cent attendance decrease in the past seven years. Paramount attendance dropped 32.8 per cent from 1950 to 1956."

Thalhimer said Martinsville, Hopewell and Lynchburg have eliminated the amusement tax and that St. Petersburg, South Boston and Richmond are considering similar action.

Lists Results of Closings

Some of the effects of closing a theatre which he listed were loss of license taxes, loss of property tax because of depreciation, and the difficulty of converting a theatre to other use, reduced business for neighboring merchants, loss of a supervised healthful recreation area and an accompanying increase in area juvenile delinquency.

Libel Answers in Faulk Case Rejected by Court

Justice Jacob Markowitz of the N. Y. Supreme Court on Friday ruled that answers submitted in the libel suit of John Henry Faulk against Aware, Inc., Vincent Hartnett and Laurence A. Johnson were insufficient. Faulk is represented by Louis Nizer of Phillips, Nizer, Benjamin and Krim.

Faulk claims libel and malicious injury to his reputation published in Aware and claims $500,000 in damages. The complaint alleges that the libel was committed in the course of a conspiracy to blacklist and terrorize radio and television artists. A previous answer submitted by the defendants was stricken out as insufficient by Judge Streit in Supreme Court and the decision was affirmed by the Appellate Division.

Schine Won't Rush On Cable TV Action

Special to THE DAILY

ALBANY, N. Y., Nov. 24—Registration of a certificate for Schine Home-Vue Theatres Systems, Inc., under the Transportation Corporations Law, to operate cable television for "motion pictures or other forms of entertainment" will not be followed by any immediate action for its operation, Howard M. Antevil, Schine home office lawyer, has reported here.

Antevil, who filed the certificate recently, explained that the New York Telephone Company must first fix its policy of leasing poles and wire facilities, and that the corporation must obtain community franchises.

'Game' Sets Record

The French film, "The Game of Love," broke all records on its opening day at the Surf Theatre in Chicago last week when it grossed $1,727 for the day, Times Film, the distributor, reported here at the weekend.

Michigan Allied to Hit Fast Releases to TV

Special to THE DAILY

DETROIT, Nov. 24.—Michigan Allied will use trailers and other methods to combat the public impression that films will be available for television shortly after their theatre releases. The campaign will continue until producers agree to withhold them for a period running from five to ten years.

Ten of the eleven resolutions passed at the national convention at Kiamesha Lake have been endorsed. The omission was the resolution opposing Paramount's acquisition of the Esquire Theatre, Chicago. Action on this will be taken at the next monthly meeting Dec. 11.

Plans for the 1958 convention have been outlined by Milton H. London, president. The sessions will be held at the Sheraton Cadillac Sept. 16.

Three New Roadshow 'Raintree' Bookings Set

Continuance of a roadshow policy for "Raintree County" has been decided upon by Charles M. Reagan, vice-president in charge of M-G-M sales, as a result of exhibitor requests in three situations. They are: Dec. 25 at the Esquire, St. Louis; the Towne, Milwaukee, and the Lyric, Minneapolis.

Continuous-Run Stays

The company announced recently that continuous run engagements were being booked. These will also be continued.

"However, since we are seeking the best possible results in every situation," says Reagan, "we naturally will cooperate enthusiastically with exhibitors who desire to continue the policy set up for our world premiere and four openings since then."

PEOPLE

Jack L. Warner, president of Warner Brothers, has been selected to receive the 1957 Humanitarian Award of the National Foundation for Infantile Paralysis "in recognition of his valuable contributions to human welfare," it was announced by Basil O'Connor, national chairman of the Foundation.

□

Buddy Adler, 20th Century-Fox executive head of production, will make his television acting debut on Jack Benny's CBS-TV program of Dec. 1. He will discuss the forthcoming "South Pacific" and "Peyton Place."

□

Fred Bund, Jr., will retire in January as chief of the Army and Air Force Motion Picture Service. He will be succeeded by **Robert E. Quick**, who has been deputy director of the service.

□

William R. Stinson has been named to head the music department at the Paramount studios, succeeding **Roy Fjastad**, who died recently. **Stinson,** who started with the company in 1941, has been assistant head of the music department since last February.

No 'Dodgers' Exclusive

(*Continued from page 1*)

lative committee delving into pay-TV propositions as may involve the California state government. At the completion of its state-wide hearings the chairman of the assembly interim committee, Louis Francis, told Motion Picture Daily his committee will determine whether or not to recommend legislation that would take toll-TV franchising out of the hands of local governments.

One of the witnesses called at the closing session was Jerome L. Doff, a vice-president of Skiatron, who bitterly attacked opponents of toll-TV as "prophets of disaster" because "they can't get in on this new advance of science and free enterprise." By that, Doff meant that the Northern California Theatre Association, whose official voice, Arnold C. Childhouse, previously had spoken out against any form of pay TV.

Previously Doff, who had been hazy about what Skiatron operations would cost the public, if and when the company gets permission to start operating, bluntly was asked by Francis if Skiatron had a contract with the San Francisco Giants and the Los Angeles Dodgers to televise their games.

Doff's answer was "yes" as far ar the Giants were concerned but declined to clarify the situation about the Dodgers, "because we don't want to tip off our competitors."

The Skiatron executive added all questions concerning his firms relations with the Dodgers would have to be referred to Walter O'Malley, owner of the Dodgers.

TOA Acts

(*Continued from page* 1)

lution on theatre closing on the night of the Academy Awards. Robert J. O'Donnell had strongly recommended that such action be taken as a dramatic gesture to impress the American public and help create the largest possible audience for the telecast.

The voting on the resolution, which was passed without a dissenting voice, came after considerable discussion.

Samuel Pinanski emphasized the time problem between the West and East coast. The broadcast begins in the East at 10:30 P.M. after the normal peak hours, Pinanski noted, He said he personally was not in favor of the general closing. Burton I. Jones reported that a number of exhibitors in small towns claim that the Academy Awards do not mean much to them. Jones quoted one exhibitor as saying, "An Academy Award is the kiss of death in small towns."

'What's Wrong with Quality'

George Seaton, Academy president, replied, "What the hell is wrong with quality? I cannot believe that the fact that someone wins an Academy Award can be the kiss of death anywhere."

Sidney Meyer brought up the question of whether arrangements could be made to have the ABC and CBS networks carry the program as well as NBC. Seaton said he did not know what complexities were involved; that the Academy contract was with NBC but that he would look into the situation.

Sidney Markley raised the point of whether it were better to publicize the program in theatres and have sets available rather than to close the theatres.

Lewis Favors Closing

Roger Lewis also spoke briefly in favor of the complete closing of all theatres.

George G. Kerasotes explained details of the TOA group insurance plan. It is primarily for owners, partners, officers and employees earning $5,000 or more. The maximum coverage is $20,000, limited to those earning $20,000 or more salary. Amounts of insurance are graduated down, in accordance with salary, with a minimum of $5,000.

Herbert Paul Karsuker, Hamden, Conn., offered additional information on the plan.

In view of the relatively small attendance at this session it was decided to put over to the 11 A.M. Saturday meeting reports by the chairmen of the five roundtable meetings held Wednesday.

Also at the Saturday morning brunch there was scheduled a salute to showmen in the business 25 years or more. Sam Pinanski was chairman of that session.

The final business session started at noon Saturday with a forum on "Ideas that made money for me."

On Friday evening Pepsi-Cola sponsored a dinner and party.

On Saturday evening there was a cocktail party sponsored by the National Carbon Co.

Coca-Cola was host at the concluding president's banquet.

Exhibitor Pay-TV Interest High, Telemeter Claims

Special to THE DAILY

MIAMI BEACH, Nov. 24 — Spokesmen for International Telemeter Corp. on Friday reported upsurge of interest in their demonstrations on the part of Theatre Owners of America exhibitor delegates following the TOA vote yesterday condemning all forms of pay-TV, either broadcast or cable.

Convention Speakers on TOA Policy

Sam Pinanski

George Seaton

Roger Lewis

David Lipton

Columbia for Releasing Plan

(*Continued from page* 1)

public interest has been generated and advertising and promotion prepared. He also said that as a distributor he shares the worry of exhibition that the business has become seasonal. "A seasonal business," he remarked, "is just as determinental to production and distribution as it is to exhibition."

Plitt Chairman

Henry G. Plitt acted as chairman of the morning "building our business" session. Principal speakers were Roger Lewis, United Artists advertising and publicity director, speaking on the status of the industry promotion campaign; George Seaton, president of the Academy of Motion Picture Arts and Sciences, on details of the Academy Awards telecast and David A. Lipton, vice-president of Universal International, on building new personalities.

After tracing the history of the efforts to work out a promotion campaign, Lewis deplored the fact that exhibitors attached first the condition that an instiutional advertising campaign be part of the drive and then that the distributors guarantee "an orderly flow of quality product" on their participation. Lewis said, "this can go on indefinitely. It's like a drowning man rejecting a life preserver thrown him because the color is wrong."

Urges More Promotion

Lewis pleaded with TOA delegates to give their representatives authority to agree on the promotion campaign. "It'll die unless you gentlemen take some positive action."

Seaton spoke of plans to make the Academy Awards program the best ever. With the help of promotion by exhibitors locally it is hoped that a record-breaking audience of 75,000,000 will be reached by the program whose purpose will be to bring out the importance of theatrical motion pictures as the best form of public entertainment.

Hope for Further Sponsoring

Seaton also expressed the hope that some day funds will be available to the Academy to sponsor other activities which should help theatre ticket sales. These include tours of cinematographers, fashion designers, set designers and other creative workers and the establishment in Hollywood of a motion picture museum. In conclusion Seaton warned exhibitors to use care in advertising Academy Award performances and not mislead the public into thinking a nominee for an award is a winner. He said in the past year the Academy has fought 267 attempts around the work to plagiarize the Oscar symbol.

Lipton said he preferred the term "new personality" to "new face," for the record has shown the public tires quickly of "a face or body" unless the person has talent. He traced U-I's ten-year program and stressed that building a star is a long process.

Points to 'Herald' Poll

Citing the recently announced "Motion Picture Herald" Stars of Tomorrow poll, Lipton pointed out that 13 of the top 25 were female, yet in the top star polls, males predominate historically. Lipton said this illustrates how it is easier to get public attention to a girl but the development of a male star is much longer, though in the end potentially more important. He gave data on the progress of Rock Hudson, Tony Curtis and Jeff Chandler to prove the point.

Lipton also warned that TV appearances only help when a personality is being developed. He concluded by pointing out that Universal is now making three films at a total investment of $10,000,000, each of which will star two new personalities.

Trade Show

(*Continued from page* 1)

held Friday under the supervision o J. J. Fitzgibbons, Jr., of the Theatr Confections, Ltd., Toronto.

This combined convention and trade show of NAC-TOA-TEDA TESMA proved to be one of the mos productive from the standpoint o ideas and suggestions, including new equipment and methods that should be very useful to theatre operator and concessionaires throughout th nation in the near future.

Prizes Given

The NAC gave many valuabl daily prizes, consisting of luggage jewelry, radios, savings bonds, sof drink certificates and other gifts.

The grand prize was an RCA 21 inch color-TV console donated b APCO of New York. The winner wa James McCarty of the McCarty Popcorn Co.

The topic for Friday's seminar wa new ideas to increase the box office as well as vending and concession sales. On the panel were Augie Smith of Houston Popcorn Supply; Roy Smith of the Roy Smith Co.; Rober Salter of the United Detroit Theatres Harold Newman of the New York Century Circuit; Alfred Olander o Montebello Theatres and Dr. Marvin Sandorf, who was a special guest o NAC.

Talent Shows Suggested

The session produced many new ideas of how to utilize live talen shows, many of which could be obtained locally, free, by tieing up with various organizations such as Boy Scouts, Boys Club, school organizations, etc., as well as the useful tie-up of holidays to build good will and increase attendance during those and lull periods.

The members of NAC re-elected their present officers for the year o 1958. They are Bert Nathan, chairman of the board, who operates Bert Nathan Enterprises in Brooklyn, N.Y. Lee Koken, president, who operates the theatre concessions for RKO Van Myers, first vice-president who is with Wometco of Miami; Harold F. Chesler, 2nd vice-president, who heads Theatre Candy Distributing Co., and Theodore O. Meland, treasurer, who is with the Albert Dickinson Co. of Chicago.

New Directors Introduced

The new directors presented to the convention are H. B. Fulford Princeton Farms, Princeton, Ind.; R Mack Lambeth, of ABC Popcorn, Chicago; James Hoover, Martin Theatres, Columbus, Ga.; Phil L. Lowe of Lowe Merchandising Service, Boston; Irving Rosenblum, of the Savon Co., Paterson, N. J.; M. B. Rapp of Apco, New York; Arthur Segal, Selmix, of Long Island City, N. Y.; Larry Blumenthal of Flavo-Rite Foods, N. Y.; Irving Singer, Rex Specialty Bags, Brooklyn, N. Y.; Van Myers, of Wometco, and Hy Becker of Gold Medal Candy Co., Brooklyn, N. Y.; who sponsored the early bird breakfast for NAC on Thursday.

lotion Picture

(*Continued from page* 1)

tion, and still a partner in some eatre operations, made his first talk many years to an exhibitor group fore colleagues with whom he orked during and after World War Though his major interests now in television, the fishing industry d financial counsel, the audience und him still well-versed in exhibin's problems and still a masterful blic speaker.

'A Snare and Delusion'

Referring to action already taken posing all forms of pay-TV, wired over-the-air, Gamble said, "toll TV a snare and a delusion. Pay-TV nnot be made profitable unless it n capture all the entertainment in country," the speaker asserted. istributors and producers of mon pictures should check and find at films mean on TV now."

Gamble said that features are usuy shown in off-hours and some ghts broadcast stations do not even t sponsors for the films on TV. He lieves that television needs live ows and only quarter and half hour ecially made film programs.

'May Spell Their Doom'

"Producers and distributors who considering any type of toll-TV hibition are walking into something at may spell their doom. Producers ist turn to exhibition for the showg of features. The public will not y for quality features on small home reens," Gamble said.

In conclusion he urged exhibitors renew efforts to finance more film oduction.

OA Blast at Pay-TV hort-Sighted: Dennis

From THE DAILY Bureau

HOLLYWOOD, Nov. 24.—Walter Dennis, president of Tele-Movie Delopment Co., on Friday issued a tement charging Theatre Owners of nerica with "characteristic shorthtedness" in opposing the cableeatre type pay-television. Dennis' mpany is preparing to wire Oceanle and other small California towns closed-circuit telecasting on a pay sis. He said in part:

The TOA resolution "will go down the annals of that trade organizan as its most regrettable mass acn" and described it as "display of or judgment equal to the scorn and epticism that greeted the first drivetheatres," and added, "the cable eatre is inevitable and if exhibitors il to accept the technological ange, there are outsiders who will."

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Gamble Sees General Business Recession Temporary

Special to THE DAILY

MIAMI BEACH, Nov. 24. — Ted Gamble, Treasury executive in charge of war bond sales during World War II, told Theatre Owners of America delegates Friday that he had just conferred with the Secretary of the Treasury and an assistant to the President in Washington, and predicted that the present mild general business recession would continue for six months. Then, he added, there would be a revival of inflation trends.

Gamble told the exhibitors that rather than getting any tax relief for a number of years it is likely there may be some increase in income tax rates to pay for increased defense expenditures.

Fabian Cites TOA

(*Continued from page* 1)

ing goals of TOA was to achieve unity in exhibition's ranks and progress had been made in that direction. He expressed the hope that in ten more years the speaker at the 20th TOA convention would be able to point to as much constructive service of the organization as had been accomplished in the first decade.

Presidents Honored

Each of the TOA presidents, with the exception of the late Alfred Starr, received a commemorative plaque after Herman Levy read an appropriate and humorous citation. They were: Arthur H. Lockwood, Samuel Pinanski, Mitchell Wolfson, Walter Reade, Jr., E. D. Martin, Myron H. Blank, Ernest G. Stellings and Ted Gamble. The wives of Wolfson, Reade, Martin and Blank, and daughter of the late Fred Wehrenberg, last president of Motion Picture Theatre Owners of America and a founder of TOA, Mrs. Paul Krueger, were also presented to the audience.

Product the 'Pressing Problem'

In concluding the lunch, Fabian said the one most pressing problem of exhibition was product. He called for the convention to develop some plan to get more films produced.

Kirsch Deplores

(*Continued from page* 1)

figures showing that over a three-year period 11 of the principal companies had cut their color product from 151 in 1955, to 147 in 1956 and 114 in 1957, a decline of almost 25 per cent from the previous two years.

"It is difficult to understand why the Hollywood producers are reducing their output of pictures in color, especially at a time when they are most needed," Kirsch stated. "It is appropriate to point out that at almost every meeting or convention of theatre owners this condition is being deplored and appeal after appeal is being made to increase rather than curtail the number of pictures in color."

Television Today

IN OUR VIEW

OLIVER TREYZ, the young and personable ABC vice-president in charge of the television network, was speaking the other day before the annual conference of the Public Relations Society of America, in Philadelphia, his topic "Television as a Public Relations Medium." He emphasized to his specialized listeners the incalculable values of TV in stimulating public response in certain specific directions, the essential task of this group.

Mr. Treyz cited the amazingly rapid growth of television, in comparison, with such developments as radio, the automobile, the telephone. The television set ownership increase runs, he notes, from some 4,000,000 as recently as 1950, to the colossal figure of better than 40,000,000 television homes today. The listening figures are equally astounding, with the average TV family estimated today to be viewing television more than 42 hours weekly.

•

The speaker cited five conspicuous areas in which television has been an advantageous medium in advancing the corporate cause (any corporation) in the public mind and even in the cause of employee relations. In that connection it is not remote to look for a moment at statistics currently offered by the NARTB, wherein it is determined that the immense current growth of the country's population presages a bright economic future for the television industry. It is reported that there are 76 per cent more children under five than in 1940, and 68 per cent more in the five-to-nine bracket. By 1960, the teen-age population will be at an all-time high, and they in turn during the decade of the 1960s will be themselves parents.

•

What does all this add up to? In brief, it adds up to an unparalleled opportunity for the television industry in the years ahead. But with that opportunity goes a heavy responsibility, of which the whole industry must be fully conscious at all times. Not only are these young people utterly TV-conditioned, they are born and raised, in a sense, in an era of television, which means in effect that they will obtain more and more of their information over the years from the television set in the living room. The public is notoriously long-suffering, but it will not continually and without complaint be fed a diet of television material which is inferior, harmful in any degree or dull and boring.

It takes a while, often enough, but the public has a way of making its likes and dislikes known, in terms unmistakable. The television station, or television network, or corporation sponsor-advertiser, if it offends too often or too seriously, will feel the hot breath of public wrath breathing down its neck, as surely as the sun rises. That can be uncomfortable, unfortunate or even disastrous. And in television, it is something to remember.

—Charles S. Aaronson

Sinatra Show to Go On 'Live' Basis Nov. 29

The Frank Sinatra Show of Friday, November 29, will be a live musical, and all future Sinatra musical shows beginning with the January 3 show, will be before live audience, it was announced Friday. The shows will be held in a Hollywood theatre yet to be selected.

The announcement was made by Sinatra, C. Terrence Clyne of McCann-Erickson, and James T. Aubrey, Jr., vice-president in charge of ABC Television programming and talent. The show is on the ABC-TV network Friday, 9-9:30 EST.

TV Organ Finds 96% Oppose Toll TV Plans

Special to THE DAILY

PHILADELPHIA, Nov. 24.—Ninety-six per cent of nearly 45,000 votes cast in a poll on subscription television by "Television Magazine" were against any form of pay television. Only 34 of every 1,000 ballots cast were marked "yes" in favoring any type of TV, according to the magazine.

Subscription TV won more votes in large cities than elsewhere. Seventy-seven of every 1,000 city dwellers favored pay-TV. The lowest interest in subscription TV was on the Pacific Coast. Seventeen of every 1,000 voted "yes" there. In Los Angeles, where the city has approved franchises for pay TV systems 3.51 per cent favored the plan.

The poll was conducted by Research, Inc.

Goodson-Todman Buy New England Newspaper

Final papers were signed last week on the sale of the Pawtucket (R.I.) Times to New England Newspapers, Inc., a company controlled by Mark Goodson and William E. Todman, television packagers, it was announced. The purchase price was $3,000,000.

This marks the first diversification move for Goodson-Todman to acquire top publication properties in the northeast.

Motion Picture Daily Feature Reviews

Love Slaves of the Amazons

Universal-International

In an attempt to follow up the success of its recent "Curucu, Beast of the Amazon," Universal has come up with another action-packed jungle melodrama which was filmed on actual locations in Brazil in vivid Eastman Color. Except for Don Taylor, the Curt Siodmak production is lacking in marquee names of any note, but makes up for it with plenty of rough-house action and curvaceous females, which can both be exploited to the hilt.

Taylor is cast as an archeologist in search of a lost civilization fabled for its ferocious and beautiful women. He finds it all right, but also finds that he is the object of the Amazons' romantic desires. Together with a female botanist, who is also being held captive, Taylor finally manages to escape and return to civilization, but only after he has met the challenge of the standard jungle devices—snapping alligators, man-eating snakes, tropical fever and, of course, the wild Amazon women, who, in their bright green war paint, are alone worth the price of admission.

"Love Slaves" was obviously designed to take advantage of the current craze for weird horror and adventure dramas, and in that respect, it is ultimately successful. Together with "The Monolith Monsters," it is being offered to exhibitors as a package and will certainly hold up its end of the bargain. Action fans will have little to complain about.

Running time, 81 minutes. General classification. Release, in December.

WARREN HARRIS

The Long Haul

Columbia

An average British crime melodrama with adulterous overtones, "The Long Haul" will satisfy most action-minded audiences. Victor Mature and curvaceous Diana Dors are popular enough with the fans to insure a certain amount of success for the Maxwell Setton production, regardless of its stereotyped story and performances.

Released from U. S. Army service, Mature settles in Liverpool because his English wife, Gene Anderson, refuses to return to the States with him. Through one of his wife's relatives, he becomes a truck driver and gets mixed up with racketeer Patrick Allen and his girl friend, Miss Dors. When Allen tries to persuade Mature to hijack a cargo of whiskey, Mature rebels and flees with Miss Dors, spending the night with her at a roadside inn.

Mature returns home to Liverpool, but walks out on his wife when he learns that she wants to remain in England to avoid a former lover, who is the father of the boy that Mature has always thought was his. Mature again joins forces with Allen in smuggling a load of furs out of the country to the U. S. Allen is killed when their truck's cargo topples out and crushes him, and Mature returns to Liverpool to give himself up to the police and perhaps arrange a reconciliation with his wife, whom he has forgiven.

Ken Hughes' screenplay, based on a novel by Mervyn Mills, has plenty of the type of action required of an entry of this type, but the characterization lacks depth. Hughes also directed.

Running time, 88 minutes. Adult classification. Release, in December.

W. H.

Jamboree

Warner Bros.

Still another musical free-for-all, with the accent on rock 'n' roll, is available to the teen-agers, who apparently dote on the stuff. Although a majority of the footage is devoted to songs and more songs, the plot comes front and center now and then.

While the story is hardly original, it has the advantage of some good, natural dialogue and some fine performances which most other films in this genre have lacked. Aside from the musical "names," there is no marquee bait but Kay Medford and Robert Pastine (Broadway and television performers) in the leading roles give the picture a tremendous lift.

They play a divorced couple, both talent agents, each of whom is managing a new singer. When they meet with their proteges at an unsuccessful audition, they decide to pool the youngsters' talents as a singing duo. The plan works and the kids not only are a success but fall in love. But Miss Medford, not averse to a bit of chicanery, fouls things up by putting her boy on as a single. He continues his success this way but Pastine's girl proves a flop. But love wins out as Miss Medford mends her ways and the two couples are reunited.

Between each bit of plot a carload of songs are dragged in which is, after all, the main selling point of the film. Such juke box favorites as Fats Domino, Buddy Knox, Jodie Sands, The Four Coins, etc., have screen time in addition to some old-fashioned swing from Count Basie and his orchestra.

Producers Max J. Rosenberg and Milton Subotsky have also utilized the services of many disc jockeys from the U.S., Canada, England and Germany. All, in all, the picture is right up the teen-agers' alley while their elders should get a few good laughs out of it. It was directed by Roy Lockwood and written by Leonard Kantor.

Running time, 86 minutes. General classification. Release, in December.

JAY REMER

The Enemy Below

(CONTINUED FROM PAGE 1)

struction of the enemy, not with hate, but regretfully as a necessity of war. Jurgens, equally effective as the German captain, has a mission—a rendezvous with a sea raider—and his objective hence is escape. The tactics of the chase, how the two combatants use the engines of war under their command as weapons and their skill and habit of command is the substance of 98 suspense-filled minutes of the picture.

The conclusion, destruction of both vessels in an awesome holocaust but with the combatants saluting each other's ability and nobility is perhaps pat but not too much so for audiences who will by this time have followed the course of the fight with edge-of-the-seat intentness.

While much of the picture's merit stems from the taut direction which eliminates almost all extraneous motivation and explanation to concentrate on the inexorable hunt, it also gains stature from the performance by Mitchum and Jurgens. Mitchum enacts the American commander, a former merchant marine officer, who gains the respect of his men with his precision and deadly knowledge of the enemy captain's capabilities and psychology, with calm virility. Jurgens fills perfectly the role of the German commander, contemptuous of the new Germany but statuesquely loyal to the traditions of naval command.

The color photography, in CinemaScope, conveys effectively the loneliness and the beauty of the sea.

In spite of the lack of feminine interest or romance of any kind the preview audience at the Roxy Theatre here gave evidence that the picture nevertheless has extraordinary appeal for women as well as men, which should make it unanimous at the box office.

Running time, 98 minutes. General classification. Release, December.

JAMES D. IVERS

The Abominable Snowman

Regal—20th-Fox—Regalscope

An example of exploitation m making at its most effective, " Abominable Snowman" (of the H alayas) is a neat blend of what c be fact and straightforward fic played for weird mood and const mounting suspense and produce such a way that the audience never be conscious of what prob was a fairly low budget. Coupled "Ghost Diver," it is being bac with a high-powered exploita campaign ("bring your own tranq izers!") that most certainly will off in the current popularity of ror product.

"Snowman" is pegged to the leg —revived periodically in the Sun supplements—concerning the gi man-like creatures said to roam upper reaches of the Himala Mountains of India and Tibet. S cifically, the plot concerns a bota and his wife, Peter Cushing and M reen Connell, who, in the course their own legitimate work, lend aic an expedition led by an American venturer, Forrest Tucker, search for the snowmen.

The group has as its base of erations a remote Buddhist monast ruled by an enigmatic old Llama, w tries to discourage the search. Th set off anyway, with their trail i the mountains dogged by disast First their photographer goes m another man is literally scared death, and finally Tucker is driv to his death by some eerie hallucir tions directly inspired by the sno men.

Director Val Guest has increas the measure of suspense very clever by saving the actual appearance the monster, full-face, until the la climactic moment. At the same tim the film contains a fine degree realism in the mountain shots phot graphed on location in Switzerlan Aubrey Baring produced the Reg production, which 20th-Fox is r leasing.

Running time, 85 minutes. Gener classification. Release, in October.

VINCENT CANB

Mann Wires Acceptanc To Direct Cooper Film

Special to THE DAILY

HOLLYWOOD, Nov. 24. – Th Mirisch Co. on Friday received cable confirmation from Anthony Mann tha he would direct Gary Cooper's forth coming United Artists film, "Man o the West," announced by Walter Mir risch. Mann, who recently complete his own production of "God's Littl Acre," will return from Spain thi week to prepare for a February start ing date.

All
the News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 82, NO. 102 NEW YORK, U.S.A., TUESDAY, NOVEMBER 26, 1957 TEN CENTS

quired from 'Star'

C. Radio and deo Stations ought by N.T.

Okay to Be Sought; L. Glett to Be Director

From THE DAILY Bureau

OLLYWOOD, Nov. 25—Marking company's first major step to- diversification of its interests, nal Theatres, Inc., today con- ed with the Kansas City "Star" e purchase of its television and property, WDAF-TV and AF-AM, for a consideration of 0,000, it was announced by El- C. Rhoden, president of National

(*Continued on page* 3)

selling Importance essed by Sindlinger

Special to THE DAILY

RONTO, Nov. 25—The down- trend in motion picture atten- e and what can be done about s the subject of business analyst t E. Sindlinger's address before nnual luncheon meeting of the n Picture Theatres Association ntario held here today at the e Edward Hotel.

t the present time," Sindlinger

(*Continued on page* 2)

emiracle Showings eduled Here Today

emiracle, the wide-screen proc- eveloped by National Theatres, be demonstrated to the press to- t the Mt. Eden Theatre in the . Two screenings will be held, at M. and again at 9:30 P.M.

addition to Elmer C. Rhoden,

(*Continued on page* 2)

elevision Today Page 8

Nizer Hails 'New' Vogel, The Pioneer of the Year

By SHERWIN KANE

Events of the past year developed a new personality in Joseph R. Vogel, president of Loew's, Inc., Louis Nizer, industry attorney, told the nearly 500 Motion Picture Pioneers who gathered from all over the country at the Waldorf-Astoria hotel here last night to honor Vogel as Pioneer of the Year. Nizer was principal speaker at the annual affair, the 19th in the history of the organization, which is composed of representatives from all branches of the industry.

Ned E. Depinet, president of the Pioneers, and Howard Dietz, dinner chairman, presided at the affair last night, assisted by Silas F. Seadler, Marvin Kirsch, and William J. German. Entertainment was supplied by Al Rickey and His Orchestra, Cab Calloway and Alan King. Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews, delivered the invocation. The "Star Spangled Banner" was sung by baritone Bill Hayes.

For complete picture and story report of the Motion Picture Pioneers dinner, turn to pages 6 and 7 of this issue.

Membership in the Pioneers is open to anyone who has spent 25 years in the industry. Vogel's career began as an usher in a Loew's theatre and covers a period of 47 years. A class

(*Continued on page* 7)

Pioneers Present Tray In Honor of Jack Cohn

Mrs. Jack Cohn was presented with a silver tray in honor of her husband, the founder and late president of the Motion Picture Pioneers, at the organization's 19th annual dinner at the Waldorf Astoria here last night. Ned E. Depinet, president of the Pioneers, made the presentation and read the inscription.

The text of the inscription is as follows: "The Motion Picture Pioneers and the Foundation of Motion Picture

(*Continued on page* 7)

Admission Prices Rise to New High

From THE DAILY Bureau

WASHINGTON, Nov. 25.—Admission prices in large cities rose to new high levels in the third quarter, according to the Bureau of Labor Statistics.

The Bureau collects figures in 18

(*Continued on page* 3)

EDITORIAL

The Product Supply Problem

By Sherwin Kane

THE ANNUAL CONVENTION of Theatre Owners of America in Miami Beach last week developed much that should prove informative to producers—distributors as well as to exhibitors. Not the least of which should be the obvious disagreement between the two camps concerning the condition of product supply.

Speaker after speaker—from exhibition's ranks—urged the theatre owners to greater efforts to make possible increased production, either by exhibition companies or by exhibitor financing of new production. TOA's keynoter, Elmer Rhoden, president of National Theatres, recommended that exhibitors solicit the support of their Congressional representatives "in removing the restrictions now being imposed by the Department of Justice" in order that former affiliated circuits may engage in production and distribution in an effort to relieve the product shortage.

On the other hand, Eric Johnston, as president of the Motion Picture

(*Continued on page* 2)

As Convention Ends

TOA Hinges Business Plan On Releases

Will Start Financing When All Cos. Give Assurance

By MARTIN QUIGLEY, Jr.

MIAMI BEACH, Nov. 25.—Theatre Owners of America members are ready to go ahead with moves to finance the industry promotion campaign when M-G-M, Paramount and Warner Brothers give assurances that they will start orderly release programs.

Columbia, Universal and United Artists have already agreed to do so. Resolutions thanking Columbia and Universal were adopted by the executive committee and board of directors Saturday. United Artists was not formally thanked because no notification of its stand had been received officially, but it was made clear that press reports had been received with pleasure.

Earlier the board had voted to request members to give full support to

(*Continued on page* 3)

'Oscar' TV Show Theatre Closings Up to Owners

Special to THE DAILY

MIAMI BEACH, Nov. 25. — Whether theatres will stay open the night of the televised Academy Awards ceremonies, March 26, will be decided by the individual operators. The subject came up before the board of directors of Theatre Owners of America during the course of the

(*Continued on page* 3)

Fla. Exhibitors Reelect Entire Officers Slate

Special to THE DAILY

MIAMI BEACH, Nov. 25. — The entire slate of officers and directors of the Motion Picture Exhibitors of Florida was re-elected at a special meeting held at the Americana Hotel here last Saturday. The incumbent officers are: B. B. Garner, of the Talgar Theatres, president; Elmer Hecht of

(*Continued on page* 2)

PERSONAL MENTION

DAVID LIPTON, Universal Pictures vice-president in charge of advertising-publicity, is scheduled to return to the Coast from here tomorrow.

•

JERRY PICKMAN, Paramount advertising-publicity vice-president, left New York last night by plane for Rome.

•

ROBERT A. WILE, 20th Century-Fox director of exhibitor relations, is in Toronto this week from New York.

•

ALFRED E. STERN left here for the Coast last night to assume his new post as public relations director there for NTA.

•

RONALD ROWSON, of Associated British Pictures Corp., has returned to London from New York via B.O.A.C.

•

CHARLES OKUN, theatre circuit representative for Coca-Cola, is recovering from pneumonia in Miami Beach after being stricken there last week while attending the TOA-NAC Trade Show.

•

DAVID E. DIENER, vice-president of Monroe Greenthal Co., is in Hollywood from New York.

•

PANDRO BERMAN, M-G-M producer; VINCENTE MINELLI, director and JULIUS EPSTEIN, writer, have returned to Hollywood from New York.

Marcus Praises UA Orderly Release Plan

Ben Marcus, president of Allied Independent Theatre Owners of Wisconsin, has written to Arthur B. Krim, president of United Artists, congratulating him on UA's recent decision to merchandise 16 important pictures on an orderly releasing schedule.

"Your timely and much needed announcement at this time is, to the exhibitors of America, like finding an oasis in the desert," Marcus wrote. "I feel certain that all of the exhibitors in America will back your policy with playdates which, after all, is important for the success of implementing your plan of release."

N. J. Allied Sets Party

The annual beefsteak party and get-together of Allied Theatre Owners of New Jersey will be held Thursday night December 12, at the Ritz restaurant in Passaic, N. J.

EDITORIAL

(CONTINUED FROM PAGE 1)

Association of America, a representative of the producer-distributor view-point, quoted booking records of four unidentified distributors of 1934 and 1956 to "demonstrate, incontrovertibly, that today, as twenty years ago, there are plenty of pictures to play that aren't being played."

The records Johnston cited showed a difference of thousands in the maximum and minimum bookings of the pictures of the four companies. Said Johnston: The figures "prove that thousands of theatres didn't play pictures available to them."

IT IS DOUBTFUL that any exhibitor will concede that because, as Johnston said, there are plenty of pictures to play that aren't being played, it follows that there can be no product shortage.

There are any number of reasons why some pictures have fewer bookings than others. Among them are the unsuitability of some themes not only for specific theatres but for entire locales. There is the inability of buyer and seller to agree on terms, a common occurrence not only in this industry but in all business. Also, there are pictures so lacking in entertainment value as to be worthless to large numbers of theatres.

We are sure that Johnston does not expect a product scarcity to somehow transform flops into hits; to make undesirable films desirable to all theatres, acceptable at any terms.

Also, in every year's releases there are a not inconsiderable number of films specifically designed for theatres using double features, and many of these specifically for the so-called lower half of such programs. These, too, account for a large divergence in the number of bookings on any company's records. It is doubtful if their producers ever had any expectancy that they would play first run or single feature houses. To thousands of theatres they have no more significance than if they had never been made.

JOHNSTON CONCEDED that there is a shortage of "quality pictures." The existence of such a shortage actually means that theatres are forced to depend upon a main diet of weaker films incapable of sustained runs. The obvious result is that the theatres consume more of such films than they would quality films, and have more unused playing time in consequence.

Some companies, by no means all, are doing their share or more than their share in filling the theatres' product requirements. Some companies made as many pictures in 1956 as they did in 1934. Others half as many. And today, one major company, RKO Radio, is out of existence insofar as exhibitors are concerned.

Johnston asked what is unique about a scarcity of quality pictures in this or any other year?

We think he answered his own question when he promised TOA that he will undertake to press upon the executive heads of the producing and distributing companies the exhibitor view that release dates for quality pictures must be set upon the basis of a 52-week-year, and not seasonally. For the unique thing is not the scarcity of quality films but the bunching of their release so that for brief periods there are more than theatres can absorb, all competing with each other, and for long stretches there are so few that patrons lose the theatre-going habit.

It is good to note that Johnston promised TOA he will attack this problem "with all the persuasiveness that I can."

It is most immediately and directly related to the theatres' need for additional product.

Pasternak Back at MGM

Producer Joe Pasternak has signed a new long-term contract with M-G-M, resuming an association of 16 years at the studio, during which he produced 43 major productions. His future productions will be announced shortly.

Reopen in Ohio

BRIDGEPORT, Ohio, Nov. 25.—The Family Theatre, only motion picture house in this town of about 5,000 population, reopened yesterday with a full time policy and two changes a week. C. G. Velas is the owner.

Pre-Sellin

(*Continued from page* 1)

said, "there are 123,000,000 adult
years of age or older) in the U
States who could go out to a m
28 per cent more than ten years
But, today, only 18.4 per cer
22,700,000 are frequent movieg
Average weekly adult paid attenc
is now running at about 30,000,
last week it was down to 27,000,

According to Sindlinger, it has
concluded by his company tha
financial stability of the motion
ture industry during the coming
will depend upon how well indiv
attractions are pre-sold to the
ginal group of movie-goers—those
attend on the average of once a n
"They still consider going to
movies each week," Sindlinger
"The turning point in their decisi
go will come about only through
selling of individual product."

Florida Exhibitors

(*Continued from page* 1)

Wometco Theatres, chairman o
board; and Maurice Hensler of
ida State, treasurer.

In lieu of MPEOF's usual co
tion, a meeting will be held some
in January, at which time the
will be asked to adopt sugge
made by C. L. Patrich, general
ager of the Modern Theatre circu
join the Georgia newspaper c
for the awarding of prizes fo
best-written motion picture arti

Cinemiracle Showing

(*Continued from page* 1)

president of National Theatres,
L. Warner, president of Warner
which will produce three forthc
pictures in the new process,
Louis de Rochemont, who ha
completed production of "Cine
cle Adventure," will also be i
tendance.

NEW YORK THEAT
RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"DON'T GO NEAR THE WATER"
starring GLENN FORD
GIA SCALA • ANNE FRANCIS • EVA GABO
An M-G-M Picture in CINEMASCOPE and METROCOLO
and SPECTACULAR STAGE PRESENTATION

Get Your Special X
Trailers On GREEN
From Good Old Depend
FILMAC
You Can Always Count
For Top Quality and Fast S
CHICAGO
NEW

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PEOPLE

nard **McGaffigan**, who has com-l 40 years as projectionist at the ay Theatre, Boston, was pre-l a traveling bag and birthday to mark the occasion by execu-and staff members of New Eng-Theatres.

□

arles **E. Kurtzman**, Northeast on manager for Loew's Theatres, headquarters in Boston, will be ited a special award at the sgiving Dinner of the Associaf Retarded Children of Greater n.

□

ice **Woolley**, secretary with Co-a Pictures, Atlanta, has been l to the WOMPI directorate succeeding **Mrs. Ernestine** r, who has resigned.

□

ton **Moritz**, who recently joined can International Pictures, has named assistant to general man-**Leon P. Blender.** He will also as president **James H. Nichol-** special assistant on advertising xploitation.

T. Buys Stations

(*Continued from page* 1)

res, and Roy Roberts, president e Kansas City Star Company. l approval of the purchase will ight from the Federal Commu-ons Commission within 10 days. arles L. Glett, in charge of tele-activities for the theatre com-and president of its motion pic-subsidiary, National Film In-ents, Inc., will have jurisdiction he stations, Rhoden said.

car' TV Show

(*Continued from page* 1)

nnual convention here, but sen-t was divided.

board urged all members to ull support and to advertise the st program with trailers and media.

old Williams Leaving S Post in London

From THE DAILY Bureau

NDON, No. 22 (By Air Mail). l Williams has resigned as Lon-managing director of National Service, it was announced by e Dembow, president. Control e British company has been l in the hands of Anthony es in the capacity of general ger.

lliams, who joined National n in 1923, has been hospitalized ie past five months and expects dergo a long period of conval-ce before he can return to busi-activity. It was this fact, Dem-aid, which persuaded him to ter-e his long association with

TOA Hinges Business Plan on Releases

(*Continued from page* 1)

20th Century-Fox for its increased output. This followed a report by Alec Harrison, general sales manager.

The promotion financing plan, as outlined by president Ernest G. Stellings and Samuel Rosen, assistant to the president, provides that the TOA effort will be developed immediately after the releasing program is approved, so that the project can be coordinated with the Motion Picture Association of America and the Council of Motion Picture Organizations.

Aim at $1,750,000

The plan will call for the exhibitors to pay one-half of one per cent of their total film rentals into a fund which is expected to reach $1,750,000. The distributors will match this collection, making available a total of approximately $3,500,000.

A trusteeship will be set up to look after the control of the campaign as well as the funds received, in accordance with a resolution passed at a COMPO meeting last summer.

Assurances that Columbia and Universal would cooperate in setting up a spaced releasing program and furnish as many pictures as possible were presented personally to the convention by A. Montague, vice-president in charge of distribution for Columbia, and by telegram from H. H. Martin, fieneral sales manager. Reactions were enthusiastic and resolutions of appreciation were adopted.

Each company pledged not to withhold product for peak business seasons and to release all films as fast as prints can be secured and proper advertising prepared.

Will Seek Clearance Pacts

Each company also gave assurances that it would work for a proper clearance between theatre releasing and use of pictures on television.

Business sessions were concluded at a "brunch" Saturday noon, with Albert Forman, chairman, and Samuel Pinanski, toastmaster. A number of TOA veterans were introduced as "Silver Jubilee Showmen." These included A. Julian Brylawski, M. A. Lightman, H. F. Kincey, Robert J. O'Donnell, Robert Livingston and William Ruffin.

Tom Edwards of Farmington, Mo., gave a humorous talk after a serious inspirational talk by Robert Witherspoon, provost of the Royal Burgh of Inverness, Scotland. J. J. Rosenfeld, assistant to the president of TOA, urged all members to support and work with their local units.

Greetings from the Studios

Terry Moore and Myrna Hansen spoke briefly and brought greetings from Hollywood.

Others presented were: J. R. Johnstone, National Carbon Co.; Lee Koken, Tom Sullivan, Don Alexander, Cliff Keefer and Cliff Parker. The luncheon was jointly sponsored by the Orange Crush Co. and Alexander Film Co.

The final topic listed on the convention agenda — "Ideas That Made Money for Me"—was cancelled.

The convention ended with a cocktail party sponsored by National Carbon Co., and the president's banquet, at which Coca-Cola was host Saturday night.

See Chicago or Miami Next Site for TOA Meet

Special to THE DAILY

MIAMI BEACH, Nov. 25. — No decision was reached here by Theatre Owners of America on the time or place of the 1958 convention.

It is reported that a return to Miami Beach or to Chicago are the most likely possibilities.

District Theatres Offers To Buy Common Stock

From THE DAILY Bureau

WASHINGTON, Nov. 25.—District Theatres Corp. here has offered to purchase outstanding common stock at $3 a share. The chain operates 41 theatres in Washington, Maryland and Virginia.

The offer is good until noon, Dec. 13, and is conditioned on the tender of at least 90,000 shares. President Morton Gerber would not say why the offer was being made, except that "we have good reasons to think this is a wise move in the light of the present financial condition of the company."

Public Owns 79,000 Shares

Of the 279,330 outstanding shares, over 200,000 are owned by the corporation's directors, officers and "related" interests, with less than 79,000 in public hands.

New Post for Lefko

Morris Lefko has been named United States and Canadian sales manager for Cecil B. DeMille's production of "The Ten Commandments" by George Weltner, vice-president of Paramount Pictures in charge of worldwide sales. Lefko has been executive assistant to Charles Boasberg, who is relinquishing his post of worldwide sales head for "The Ten Commandments" to become Warner Bros. general sales manager. As U. S. and Canadian sales manager for the DeMille production, Lefko will be succeeding Boasberg on the domestic level.

Admission Prices

(*Continued from page* 1)

large cities each quarter and adjusts the results to reflect price trends in the 34 largest cities.

The BLS figures recorded that in the third quarter of 1957 the combined adult-child price index rose to 31.2 per cent above the 1947-49 average, compared to 29.8 per cent at the end of the second quarter and only 24.9 per cent at the end of the third quarter of 1956.

Children's Prices Up 19 Per Cent

The adult price component rose from 31.4 per cent at the end of June to 33 per cent at the end of September. It was only 27.2 per cent above the base average at the end of September last year. Children's prices, as reflected in the index figure, rose to 19.8 per cent above the base period, compared with 19 per cent at the end of June and 11.9 per cent at the end of September 1956.

Certified Reports Group Holds Meet in Georgia

Special to THE DAILY

ATLANTA, Nov. 25.—Field managers operating in the Southern division of Certified Reports convened in College Park, Ga., under the direction of Jack H. Levin, president. The Southern division, which has its headquarters here in Atlanta, is headed by Lewis B. Lawrence.

The parley served as an exchange of views on current motion picture industry problems and the presentation of analyses of current trends in various areas of the South.

Loew's Gets Injunctions In Silent Feature Suit

Special to THE DAILY

PHILADELPHIA, Nov. 25 — Injunctions against duping and vending MGM silent features, as well as damages against the laboratory and seller were contained in a final judgment and decree signed by U.S. District Judge J. Cullen Ganey in a copyright infringement suit brought by Loew's, Inc.

Filed Last February

The action for infringement was filed in Federal Court here last February by Loew's as owner of the original and renewal copyrights in the MGM feature productions of "Ben Hur," "The Scarlet Letter" and "White Shadows in the South Seas," and as owner of the original subsisting copyright in the old MGM production of "The Kiss" starring Greta Garbo. The suit charged defendant William Donnachie, doing business as Movie Classics, with having sold and distributed prints of these silent films which were made at the Parth laboratory, located in Mt. Pocono, on his order.

Open Pa. Drive-In

PHILADELPHIA, Nov. 25 — The McDade Drive-In in suburban Glenolden, Pa., has been opened by the Eric Corporation of America, headed by Samuel Shapiro, who operates a number of indoor theatres here. Ben Zimmerman was named manager of the theatre.

"IT'S A ONCE-IN-FIFTY-YEARS FILM!" HERMAN RIFKIN Rifkin Theatres "ANOTHER 'GIANT'!" JAMES ESCHELMAN Tower & Strand, St. Paul "THE GREATNES

"AN INDUSTRY CAPABLE OF PRODUCING SUCH AN ENTERTAINMENT CERTAINLY HAS MUCH TO LOO

"ONE OF THE FINEST FILMS EVER TO GRACE THE SILVER SCREEN!" MARTIN J. MULLIN New England Theatres "GREATEST PICTU

"IT WILL BE THE ACADEMY AWARD WINNER!" HARRY ZEITZ Zeitz Bros. Circuit "FINEST nts "A S

"WILL BE SENSATIONAL AT THE BOXOFFICE!" KERMIT CARR R. D. Goldberg Theatres "A N TERRIFI

"GREAT! AM WAITING ANXIOUSLY TO PLAY IT!" SAM MEYERS Teatro Del Lago, Wilmette, TRIUM

"BOX-OFFICE IS WRITTEN ALL OVER IT." ED GOLDEN Independent Theatres "GREATES

"A NEW EXPERIENCE IN THEATRE ENJOYMENT!" ELMER DILLON National Theatre, Kansas

"THE PICTURE WE NEED TO BRING 'EM BACK!" EDMUND R. RUBEN Welworth Theatres "TH

"WILL BE TERRIFIC AT THE BOX-OFFICE!" SIDNEY VOLK Volk Amusements "BEAUTIFU

"ONE OF THE FINEST PICTURES I HAVE EVER SEEN!" GEORGE CROUCH Stanley Warner

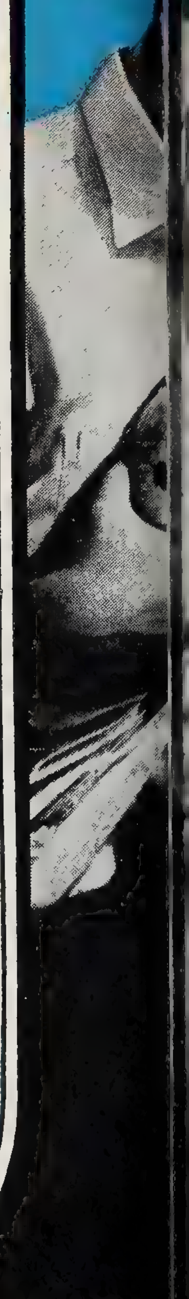
"A REALLY GREAT MOTION PICTURE!" JAMES HARRISON Wilby Kinsey Theatres "SENSATION

"IT PUTS THE GOLD INTO THE GOLDEN JUBILEE!" WILLIAM CANNING Yamins Theatres

MARLON BRANDO

AND AN
EXQUISITE
NEW
JAPANESE
STAR
IN

SAYONARA



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RICARDO MONTALBAN · MARTHA SCOTT
MIYOSHI UMEKI · JAMES GARNER

AND INTRODUCING **MIIKO TAKA**

WITH KENT SMITH
DOUGLAS WATSON · REIKO KUBA

PRODUCED BY
WILLIAM GOETZ

DIRECTED BY
JOSHUA LOGAN

BASED ON THE NOVEL BY
JAMES A. MICHENER

SCREEN PLAY BY
PAUL OSBORN

Song: 'SAYONARA' Words and Music by IRVING BERLIN · MUSIC BY FRANZ WAXMAN

Warne
M

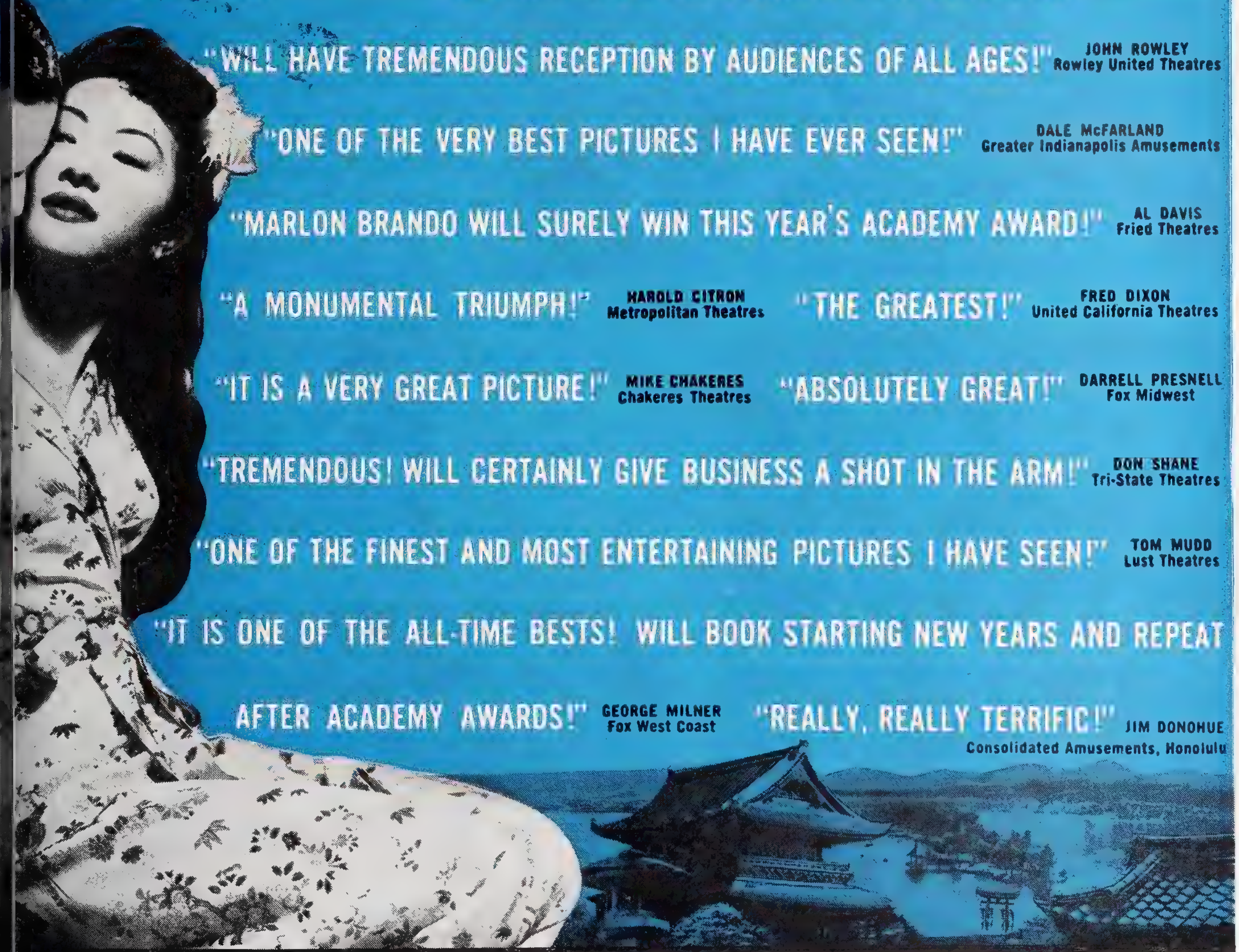
RA CANNOT BE EXPRESSED IN WORDS!" **HARRY WALLACE** United Artists Theatres "WHAT MORE CAN YOU ASK FOR?" **MAX CHASEN** Hamid Theatres

!" **WALT JANCKE** Nebraska Theatres "ONE OF THE FINEST PICTURES I HAVE HAD THE PRIVILEGE OF SEEING." **DAVE WALLERSTEIN** Balaban & Katz

N 25 YEARS!" **BERNIE COHEN** Logen Theatre, Phila. "INSURES SRO FOR BIG AND SMALL THEATRES ALIKE!" **LLOYD CLARK** Middlesex Amusement Co.

"THIS IS THE PICTURE TO GET BACK THOSE WHO STOPPED GOING TO THE MOVIES!" **JOE HOCHBERG** Affiliated Theatres

AN ALL-OUT SMASH!" **LOWELL KAPLAN** Berger Amusements "THE MOST BEAUTIFUL PICTURE I HAVE EVER SEEN!" **RAYMOND WILLIE** Interstate Circuit



"WILL HAVE TREMENDOUS RECEPTION BY AUDIENCES OF ALL AGES!" **JOHN ROWLEY** Rowley United Theatres

"ONE OF THE VERY BEST PICTURES I HAVE EVER SEEN!" **DALE McFARLAND** Greater Indianapolis Amusements

"MARLON BRANDO WILL SURELY WIN THIS YEAR'S ACADEMY AWARD!" **AL DAVIS** Fried Theatres

"A MONUMENTAL TRIUMPH!" **HAROLD CITRON** Metropolitan Theatres "THE GREATEST!" **FRED DIXON** United California Theatres

"IT IS A VERY GREAT PICTURE!" **MIKE CHAKERES** Chakeres Theatres "ABSOLUTELY GREAT!" **DARRELL PRESNELL** Fox Midwest

"TREMENDOUS! WILL CERTAINLY GIVE BUSINESS A SHOT IN THE ARM!" **DON SHANE** Tri-State Theatres

"ONE OF THE FINEST AND MOST ENTERTAINING PICTURES I HAVE SEEN!" **TOM MUDD** Lust Theatres

"IT IS ONE OF THE ALL-TIME BESTS! WILL BOOK STARTING NEW YEARS AND REPEAT AFTER ACADEMY AWARDS!" **GEORGE MILNER** Fox West Coast "REALLY, REALLY TERRIFIC!" **JIM DONOHUE** Consolidated Amusements, Honolulu

hank you Exhibitor!

(We wish there
was room to print
all the wonderful praise from
all the wonderful guys
who've written and wired
and phoned us by the thousands!)

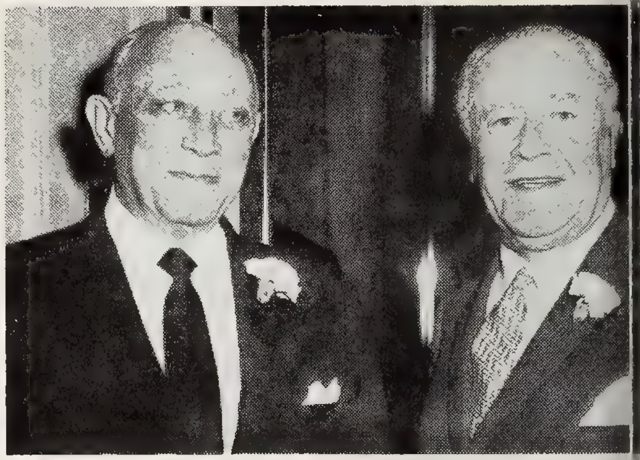
AND ALL AMERICA WILL THANK YOU ON XMAS!

And spread the word: *GET MORE OUT OF LIFE...GO OUT TO A MOVIE!*

Reunion of Motion Picture Pioneer

Relaxation and fun predominated at the Walc Astoria Hotel here last night as the Motion Pic Pioneers gathered from all parts of the country their 19th annual dinner. Convivial groups caugh the camera are pictured here. Later the Pioneers tribute to Joseph R. Vogel as Pioneer of the Year also presented the widow of Jack Cohn, founder late president of the organization, with a silver in commemoration. In addition more than 75 members were inducted last night, the largest g thus far in the history of the Pioneers. Proceed the affair went to the Motion Picture Foundat which aids the needy of the industry.

ABOVE, left to right. Bill and Bob O'Donnell, Boris Morros and Moe Silver. LEFT, William Jaffe and Barney Balaban.



ABOVE, Joseph R. Vogel and Sam Dembow.

ABOVE (standing), Leonard Goldenson and Sam Rosen. (Seated), Bob O'Donnell and Abe Montague.

ABOVE, Eddie Dowling, Herman Robbins and Edward Fay. BELOW, Tom J. Connors, A. Cohen, George P. Skouras and Morris Mechanic.

Photos by Ed Sul

t of Inscription Gift to Vogel

oneer of the Year—to you, Joseph ogel, we present this symbol of ct, admiration and affection in nition of your devotion to our try and your unwavering faith courage in furthering its dedica- o the public. November 25, 1957 tion Picture Pioneers. 19th an- dinner — Waldorf-Astoria, N. "

Members Inducted By M. P. Pioneers

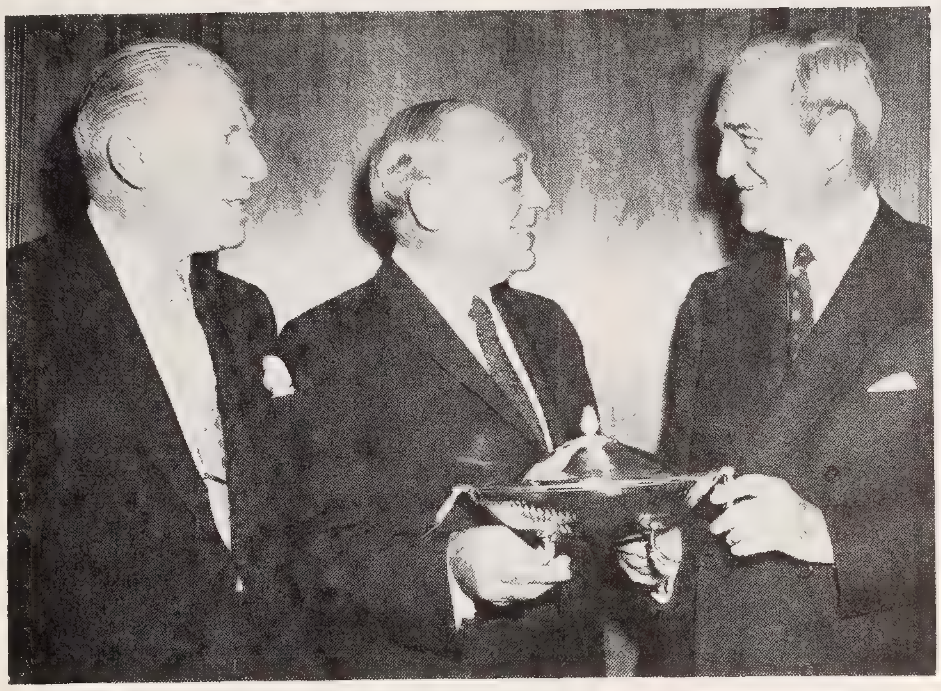
proximately 75 new members inducted into the Motion Picture ers at the annual dinner last honoring Joseph R. Vogel, presi- of Loew's. Officiating at the cere- es was New York State Supreme Judge Ferdinand Pecora. This er exceeds any previous year, the greatest number of new bers was 71.

ong those inducted were: Stu- I. Aarons, Warren Angus, Emery Austin, I. H. Barron, George , Rene Baja, Joseph Bellfort, Ed- A. Bendell, Ben Bloom, James Bracken, Jack Brodsky, Walter ks, David Burkan, John P. Byrne, dward Campbell, Emmet Cash- Edmund (Ned) Clarke, How- Dietz, Oscar Doob, Russell V. ning, Jay Eisenberg.

so Ernest Emerling, Thomas F. y, A. H. Frisch, Gio Gagliardi, s E. Gaudreau, Adolph Goldberg, g Goldberg, Joseph B. Goldstein, s M. Gordon, Saal Gottlieb, Leo nfield, Nathan C. Greer, Charles rimes, Samuel C. Hart, Howard , William B. Jaffe, Ben F. Joel, Kanis, Louis W. Kellman, Mal- Kingsberg.

so Saul R. Kolasky, Frank La e, Morris E. Lefko, Sam Lei- tz, Herman Levine, Merlin is, Joseph P. Liss, Irving H. Lud- John J. Maloney, Henry Marcus, ard H. Newmayer, Pat Notaro, s V. O'Gara, Cyril P. O'Toole, m Parks, Seymour Poe, Michael Poller, Marvin M. Rosen, Morris nthal.

so Charles Rosmarin, Leo F. Sam- Silas F. Seadler, Ira Sichelman, Smerling, Sol Stein, E. M. Stifle, rence Copley Thaw, Lloyd npson, Daniel B. Triester, Rich- F. Walsh, Don E. Widlund and iam E. Yurasko.



JOSEPH R. VOGEL, selected the 1957 "Pioneer of the Year," receives a large silver tureen from Ned Depinet, president of the Motion Picture Pioneers. Howard Dietz (left) was general chairman for the dinner, at which some 500 Pioneers participated in tribute to Vogel at the Waldorf-Astoria last night.

Nizer Hails the 'New' Vogel

(*Continued from page* 1)

of some 75 new members was inducted last night, the largest group thus far in the Pioneers' history.

Eric Johnston, Motion Picture Association president, spoke briefly.

Johnston in a brief tribute to the guest of honor said, "As long as there are Vogels there will be a brilliant future for the industry.

In explaining his concept of the "new" Vogel, Nizer told the Pioneers they were honoring "two men" last night. "The first you have known for some 47 years. The second Joe Vogel was born within the last year. Indeed, he is the youngest pioneer you have ever honored."

Nizer continued: "The Joe Vogel you have known began his career as a boy of 14 in Loew's Yorktown Theatre. He did not start at the bottom of the ladder; he started even below that—he was an extra usher. (can you think of any lower estate in the industry?) His only compensation was the privilege of seeing the pictures. The industry had just passed out of its earlier stages, when motion pictures were chasers to drive out audiences between vaudeville shows. Now, we have come the full cycle—we have come from drive-outs to drive-ins.

"At the age of 17, he became assistant manager and then, step by step, added responsibility until, at the age of 28, he was given a post in the home office. Finally, he rose to be general manager of one of the most efficient theatre organizations in the world, which earned $75,000,000 profits under his leadership.

"When a crisis arose—both external for the entire industry, and internal for Loew's, and everyone looked about for a president, they came to him and, because his whole life had been inter-twined with Loew's, he felt it was his duty to take the post. . . .

"The philosophy of his life has been that, if you treat people decently, they will respond in kind. This theory was once expressed by Lincoln, when he was asked whether he was going to destroy his enemies, and he replied: 'Certainly, I will make them my friends.'

"But this philosophy didn't work in his new post. For, suddenly, Joe Vogel was catapulted into the most ferocious contest ever waged in American industry. Then, a new Vogel was born. A new, fighting quality was produced; a new strength of leadership. It astonished foe and friend alike. A lion is really a very shy animal. Hunters will tell you that if you come across one unexpected and do not make any hostile move, it will turn away and leave you alone; but, if you attack the lion, he is king of the jungle. And so, under attack, the Metro lion roars again.

"The most extraordinary by-product of his new found leadership was the response of the industry. During 47 years of contact with the industry, he had created good-will wherever he went. Now, these little drops of affection and appreciation began to trickle down the hillocks and into the valleys to form little streams of water, and the tributaries began to flow into one stream of moral support. Soon, a river formed and then, as their waters rose, supplied by other streams from coast to coast, it became a roaring torrent that cascaded through the industry, and gave the industry irresistible support, to a man who was fighting a just cause," Nizer said.

"You, the Pioneers, this evening represent that flood tide. You, in this room, represent thousands of exhibi-

(*Continued on page* 8)

Vogel Is Eleventh to Receive Pioneers Honor

Joseph R. Vogel, president of Loew's, Inc., who was honored last night by the Motion Picture Pioneers at their annual dinner at the Waldorf-Astoria Hotel here, was the eleventh to be so acclaimed.

Earlier recipients of the designation, in order, were Adolph Zukor, 1947; Gus Eyssell, 1948; Cecil B. DeMille, 1949; Spyros Skouras, 1950; Harry, Jack and Major Albert Warner, jointly, 1951; Nate J. Blumberg, 1952; Barney Balaban, 1953; Si Fabian, 1954; Herman Robbins, 1955; and Robert J. O'Donnell, 1956.

Cohn Honored

(*Continued from page* 1)

Pioneers in commemoration of its beloved founder and late president, Jack Cohn, presents this symbol of affection to his dear wife, Jeanette, who shared with him the true spirit of friendliness and humaneness which inspired the creation and growth of the Pioneers. May she, through this emblem of esteem, always be reminded that his associates and friends will forever cherish his memory with the simple thought that, though he is gone, he will never be forgotten.

"Presented on the occasion of our 19th anniversary dinner, Waldorf-Astoria Hotel, Nov. 25, 1957."

Harry and Ralph Cohn accompanied Mrs. Jack Cohn to the dais for the presentation. Harry Cohn made the response to the Pioneers on behalf of the family of Jack Cohn.

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OF AMERICA, INC.

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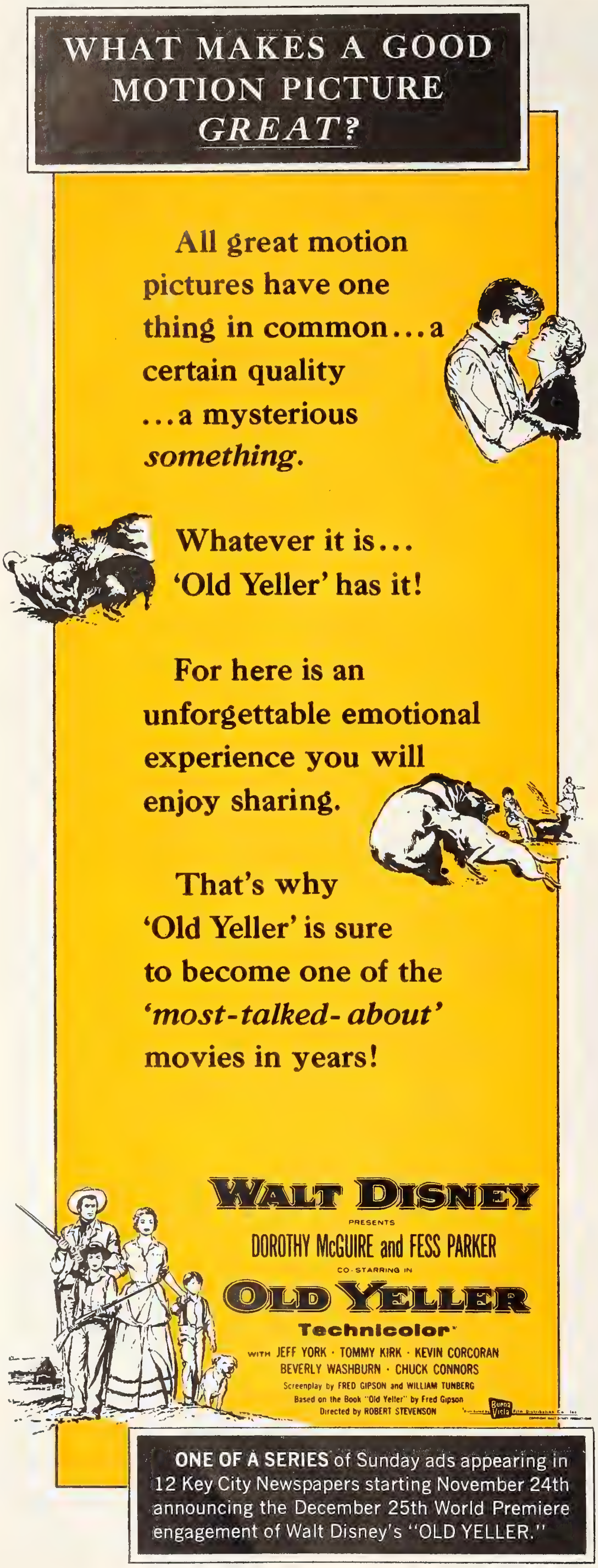


WHAT MAKES A GOOD MOTION PICTURE *GREAT?*

All great motion pictures have one thing in common... a certain quality ...a mysterious *something.*

Whatever it is... 'Old Yeller' has it!

For here is an unforgettable emotional experience you will enjoy sharing.

That's why 'Old Yeller' is sure to become one of the *'most-talked-about'* movies in years!

WALT DISNEY
PRESENTS
DOROTHY McGUIRE and FESS PARKER
CO-STARRING IN
OLD YELLER
Technicolor
WITH JEFF YORK · TOMMY KIRK · KEVIN CORCORAN
BEVERLY WASHBURN · CHUCK CONNORS
Screenplay by FRED GIPSON and WILLIAM TUNBERG
Based on the Book "Old Yeller" by Fred Gipson
Directed by ROBERT STEVENSON
Distributed by Buena Vista Film Distribution Co., Inc.

ONE OF A SERIES of Sunday ads appearing in 12 Key City Newspapers starting November 24th announcing the December 25th World Premiere engagement of Walt Disney's "OLD YELLER."

Television Today

Two New Daytime Pacts Signed for NBC-TV

New daytime business contracts have been signed by NBC-TV amounting to $2,000,000, according to William R. Goodheart, Jr., vice-president in charge of Television Network Sales.

The sales include orders from Slenderella Systems, Inc., and Star-Kist Foods, Inc., for sponsorship of alternate week, quarter-hour periods in four Monday-through-Friday daytime programs: "The Price Is Right" (11-11:30 A.M., EST); "Tic Tac Dough" (12 noon-12:30 P.M., EST); "Queen For A Day" (4-4:45 P.M., EST) and "Comedy Time" (5-5:30 P.M., EST).

Form New Organization For Hildegarde Show

A new organization named International Show has been formed to handle the production and distribution of the international series starring Hildegarde, which will be filmed for television next year in the capitals of Europe and South America. Joseph Steiner, president and treasurer of Broadcast Pictures, will be producer of the show, Frank Borzage will direct four of the hour long shows, and Tay Garnett will direct five. Writers for the series will be Hannah Goodman and Harry Ruskin.

See Chanc Dimmer fo S. F. Pay-T

Special to THE DAILY

SAN FRANCISCO, Nov. 25—
tron's TV and International Telem
are expected to face their toug
opposition so far in their quest
for franchises when the finance
mittee of the board of superv
holds a hearing Wednesday nigh
their applications previously rej
over the past four months.

One obstacle looms in the sha
the Citizens' Committee Against
TV, organized in the past two w
by the Northern California Th
Association, working in unity wit
unions in the California State
atrical Federation. From all
Northern California, 25,000 signa
have been affixed to a petition o
ing toll-TV.

Meanwhile, Skiatron, which h
contract with the San Fran
Giants, already has learned that
if the board of supervisors grant
franchise immediately, the telep
company, on which Skiatron dep
for its operational facilities, w
not be ready in time for the
baseball season.

Nizer Hails the 'New' Vog

(*Continued from page 7*)

tors, distributors, producers, actors, directors and just citizens, interested in our industry, who are paying this tribute, through you, to Joseph Vogel," Nizer concluded.

Vogel in responding, expressed his deep appreciation for having been selected Pioneer of the Year and for the many expressions of friendship and support he had received during the recent contest for control of Loew's. He said he had not sought the job of president of Loew's, but rather had been drafted for it. Now that the position is his, he said, he is determined to devote every minute to the task of making the company everything it once was.

Depinet paid tribute to Charles M. Reagan, M-G-M vice-president in charge of distribution, and the company's entire sales staff, which he said, had donated the Chevrolet which was raffled at the dinner, and in addition had sold $3,500 worth of raffle tickets on the car. Winner of the car was Sam Herkowitz of the Globe Ticket Agency. Depinet urged industry support for the Foundation of the M. P. Pioneers and described the humanitarian work to which the Foundation is dedicated.

Dietz, as master of ceremonies, introduced individually more tha
dais guests with humorous r
ences to each.

A highlight of the evening's e
tainment was the delivery by
and his composing partner A
Schwartz, of their original lyri
"The Song of the Pioneers,"
Schwartz at the piano singing his
lyrics. Also popular with the g
was the comedian Allan King
described himself as an ushe
Loew's State in 1942, "thrilled
have been chosen to star on the V
dinner program.

In addition to those mentione
dais list included Judge Ferdinan
cora, Eric Johnston, Charles Ali
Barney Balaban, Harry Brandt,
Dembow, Jr., Jay Emanuel, Simo
Fabian, William J. German, Leo
Friedman, Leonard Goldenson,
Green, William J. Heineman,
jamin Kalmenson, Marvin Ki
Boris Morros, John J. O'Connor,
ert J. O'Donnell, Charles M. Rea
Samuel Rinzler, Herman Rob
Samuel Rosen, George J. Scha
Abe Schneider, Sol H. Schw
Harry Takiff, Albert Warner,
Warner, Adolph Zukor, Abe M
tague, Richard F. Walsh and E
Rhoden.

All
the News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 82, NO. 103 | NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 27, 1957 | TEN CENTS

A Writes Justice

enew Appeal or Circuits o Produce

ectors' Resolution s Emergency Involved

Special to THE DAILY

ASHINGTON, Nov. 26. – The tre Owners of America's board rectors and executive committee ramed and sent to the Depart- of Justice a new appeal to au- e production by all major cir- which figured in the anti-trust livorcements in order to relieve roduct shortage. An emergency volved, the TOA directors con-

(*Continued on page* 4)

ort Selectivision s No Product Yet

By WARREN HARRIS

ectivision, Inc., does not as yet any distributor commitments for ct to be shown over its proposed tion reported ready to begin here about Jan. 1, 1958, it was stated yesterday by an executive of the ription television company.

e statement came as a rebuttal

(*Continued on page* 4)

ario Exhibitors ne Simpson Head

Special to THE DAILY

RONTO, Nov. 26. – Russell on of Renfrew, well-known in ttawa Valley Circuit, was yes- elected president of the Mo- Picture Theatre Association of io. He succeeds Lionel Lester,

(*Continued on page* 2)

TRADEWISE
on page 2

elevision Today
on page 4

AAP Stockholders Challenge Sale to NTA

Minority stockholders of Associated Artists Productions Corp., holding about 10,000 shares, commenced an action yesterday to enjoin the proposed sale of controlling stock in the company to National Telefilm Associates, Inc. A temporary injunction to stop the sale pending trial of the case will be sought in the Supreme Court on Friday morning.

Defendants in the action are Louis Chesler and Maxwell Goldhar, chairman of the board and executive vice-

(*Continued on page* 4)

Advertising-Publicity Directors Act

'Sweeps' Dropped for New Promotion Plan

See Possible 'Showdown' Soon on Fate Of Industry Business-Building Program

The industry sponsored Academy Awards Sweepstakes has been dropped in favor of the development of an Academy Awards promotion campaign, it was reported here yesterday after a meeting of the advertising and publicity directors committee of the MPAA.

To build up public interest in the March 26 telecast of the Academy Awards presentations, distributors and exhibitors will be requested to "pull out all stops" and publicize the event as they would "the biggest of multi-million dollar spectaculars." Roger H. Lewis, advertising-publicity director of United Artists, heads the sub-committee in charge of the Academy Awards promotion campaign.

The Academy Awards Sweepstakes is the second industry business building plan to be abandoned in re-

(*Continued on page* 4)

Cinemiracle Tests Prove Claims For Image of 'Impact, Reality'

By GEORGE SCHUTZ

(Motion Picture Daily heretofore has published reports from its Hollywood Bureau on West Coast demonstrations of the new Cinemiracle process, sponsored by National Theatres. These were, in the main reportorial and individual opinions based on observations from the viewpoint of a member of an audience. Herewith is presented for the information of readers a more technical report on Cinemiracle, its operation, installation and performance by the editor of Better Theatres, based on its first showing in the East, at the Mount Eden Theatre in the Bronx yesterday.—Ed. Note.)

Demonstration of National Theatres' Cinemiracle process as now developed and put to work in the production of "Cinemiracle Adventure," moved from the West to the East Coast with morning and evening exhibitions here yesterday at the Cinemiracle experimental theatre and laboratory in the Bronx, where the initial production, by Louis DeRochemont, is being edited and printed.

As in Los Angeles earlier this month, experimental footage and clips from "Adventure" were shown. The screen was 81 feet wide by 34 feet high, practically filling one end of the

(*Continued on page* 5)

REVIEW:

Witness for the Prosecution

Edward Small-U.A.

It is extremely seldom these days that a good murder mystery is given an expensive 'A' production; more often than not such pictures reflect restricted budgets. So theatre patrons who like to be mystified in style should be grateful to Edward Small for his presentation of "Witness for the Prosecution," which rescues the genre from mediocrity.

"Class" is written all over this picture—beginning with the story itself, which is engrossing all the way and told with some of the most witty dialogue to be heard on the screen in a long time. That much is the contribution of Agatha Christie, one of the two or three best mystery writers around today, whose immensely successful stage play of the same name has been cleverly adapted by Billy Wilder and Harry Kur-

(*Continued on page* 5)

New York, L.A. Previews Are Set for 'Farewell'

Two previews of David O. Selznick's "A Farewell to Arms" scheduled for the Village Theatre, Westwood, Calif., Dec. 16, and the Roxy Theatre, New York, the following morning at 9:45 are expected to draw 7,500 persons. Selznick will attend both, as he will fly east immediately after the coast showing.

Invitations have been sent to the

(*Continued on page* 5)

Pre-Yule Suspension For Some FWC Units

From THE DAILY Bureau

LOS ANGELES, Nov. 26—In an unprecedented policy move attributed unofficially to a shortage of suitable product for the period, the National Theatres circuit will shut down an undetermined number of Fox West Coast theatres for from two to three weeks preceding Christmas, Motion Picture Daily learned. To be closed temporarily are some first runs,

(*Continued on page* 2)

PERSONAL MENTION

MAURICE "RED" SILVERSTEIN, M-G-M home office executive, has returned to New York from Europe.

•

Kenneth N. Hargreaves, president of Rank Film Distributors of America, and **Mrs. Hargreaves** will return to New York today from Miami Beach.

•

William Hornbeck, film editor, will return to New York today from Rome.

•

Mike Simons, M-G-M director of exhibitor relations, has returned to New York from Florida.

•

Irving Sochin, general sales manager for Rank Film Distributors of America, returned to New York yesterday from Miami and New Orleans.

•

Edward Sutherland, director, will leave here today for Bermuda via B.O.A.C.

Pre-Yule Suspension

(*Continued from page* 1)

as well as move-overs and subsequents. First closings are scheduled for Dec. 3, others to follow during ensuing week.

In the absence of circuit president Elmer Rhoden, general manager Frank H. Ricketson and district manager Spence Leve, the exact extent of the closings could not be reliably determined.

Oliphant to Board of Loew's Theatres Sub.

Justice A. Dayton Oliphant, retired member of the Supreme Court of New Jersey, and former Chancellor of the state, has been elected to the board of directors of Loew's Theatres Subsidiaries and appointed to the special committee dealing with the separation of Loew's Theatres from Loew's, Inc. Justice Oliphant succeeds the late Allan L. Melhado, by order of Judge Edmund L. Palmieri of the United States District Court.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Thanksgiving Day.

TRADEWISE

By ONLOOKER

THE many friends of Nat Williams, popular Thomasville, Ga., exhibitor who died suddenly two weeks ago, read with real appreciation the recent warm tribute to him by Ernest Rogers in the Atlanta Journal. Rogers related that for many years it was Nat Williams' custom to give a dinner in the Atlanta Variety Club to which only the bookers and other Film Row employes below executive rank were invited. . . . "I see enough of the brass while haggling over terms and contracts," Williams once explained. "Furthermore, they get invited out a lot. My party is for the hired help. I think they appreciate it more." Rogers described Williams as having been one of the rapidly disappearing tribe of rugged individualists and one "who was forever fighting the battles of the little man." The writer noted that all houses operated by Williams have names consisting of only four letters, such as the Bean in Boston (Ga.), the Rose and Hi-wa in Thomasville, the Pine in Pelham, and so on. The reason for them was a practical one. "It doesn't take as much electricity to light up the name of a theatre that has only four letters as it does one with nine, such as the Paramount," he once explained. . . . "There was a characteristic touch to his funeral in the Methodist church in Thomasville," Rogers reported. "It was at his request that his pallbearers were Negro men who had worked with him in the operation of his theatres through the years." And, Rogers wrote, among the things in which Williams took the most pride was his service with the Marines in World War I.

ELMER RHODEN, in his keynote speech to the Theatre Owners of America convention last week, evidenced little optimism with respect to favorable action by the Department of Justice on the request of his National Theatres for authorization to engage in production and distribution. Rhoden apparently views the chances of affirmative action by the Department as so slim that he suggested exhibitors go to their "Congressmen and Senators and solicit their support in removing the restrictions now being imposed by the Department of Justice under the consent judgment." . . . Actually, according to Washington advices, the Department of Justice hasn't made up its mind on the question yet, despite the industry hearing on the subject of production by the former affiliated circuits which it conducted in Washington some six weeks ago. Observers feel that it may actually be quite a while yet before the Department is heard from since it obviously is very reluctant to rule on this and will drag its heels as long as it can.

CHICAGO THEATRES currently are running their own Golden Jubilee Month campaign and their local newspapers are cooperating with them by being extra generous with publicity space and in the use of upbeat articles on the industry and its local personalities. Citing the Chicago American's recent publication of an article by Balaban & Katz president David Wallerstein on the state of the industry, Irving Mack of Filmack Trailer Co. records, "I found the article interesting because it's a little encouraging. Instead of talking about how bad things are in the industry, it builds up the picture." . . . This department recently cited the same article as one of several given to the press by recognized industry figures which were well-reasoned estimates of the industry's present condition and future prospects. The Wallerstein statement is a sound contribution to the Chicago theatres' Golden Jubilee month campaign and it is to be hoped that other Chicago industry leaders will contribute to the series to keep it alive. The Chicago idea might be adopted by exhibitors in other cities to their own profit, too, while they're waiting for the all-industry business-building campaign to get under way. . . . The Saturday Evening Post is doing an article on Radio City Music Hall's 25th anniversary, for publication next month.

Ontario Mee

(*Continued from page* 1)

incumbent. The meeting at the K Edward Hotel here was attended several hundred.

William Summerville, Jr., B. and Theatres, Toronto, succeeded Si son as vice-president. J. H. Cla Loew's, Toronto, was returned treasurer, Angus Jewell of Canni ton as secretary, and A. H. (Ar Jolles as executive secretary.

Eight Directors Named

Directors of the association elec were: Morris Berlin, Ottawa; L Consky, Haliburton; H. C. D. M Sutton; Albert Rolston, Little Curr and E. G. Forsyth, Lionel Les Harry F. Mandell and Morris St all of Toronto.

File Two Trust Suits On New York Bookin

Two anti-trust suits charging crimination in the distribution booking of major pictures in N York City were filed yesterday in N York Federal Court. Both suits na RKO, 20th Century-Fox, Colum Universal, United Artists, List Inc tries (RKO Theatres), the Sko circuit, Spyros Skouras, Jr., George Skouras as defendants. plaintiffs are the G. & W. Opera Corp., operating the Apollo Thea and the Margold Amusement Co operating the Canal Theatre. D ages totalling $320,000 are asked.

Logan Meets Press Her Talks of 'Sayonara'

Joshua Logan, director of Wa Bros.' "Sayonara," lunched with m bers of the New York Film Cri Circle and the motion picture ind try trade press here yesterday Sardi's.

Logan described "Sayonara" as effort on his part to promote a be understanding between the East the West. He was particularly ela about the fine public relations w Japanese actress Miiko Taka has b doing for both the picture and country in her personal appeara tours around the United States.

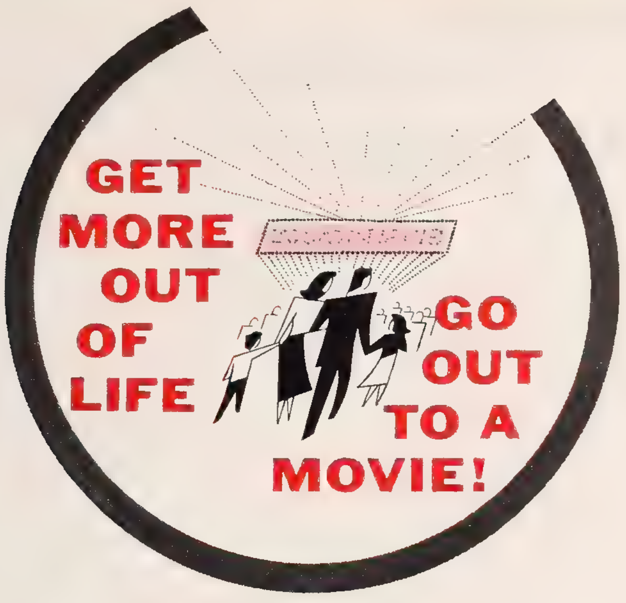
WB Dividend 30c

The board of directors of Wa Bros. Pictures yesterday declare dividend of 30c per share on its c mon stock, payable Feb. 5, 1958, stockholders of record Jan. 17, 1

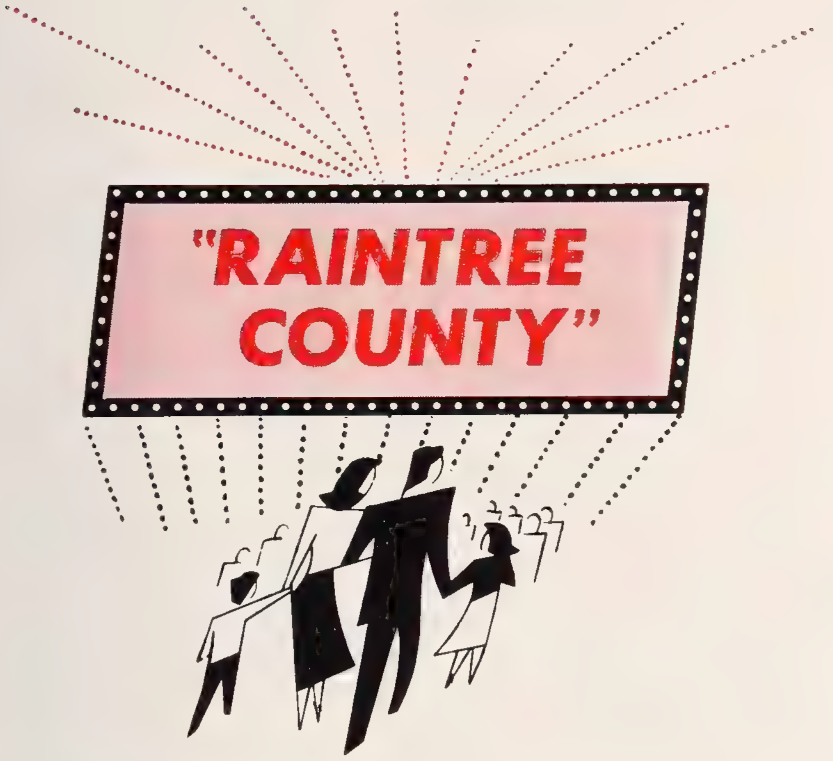
'Peyton' Here Dec. 1

Jerry Wald's "Peyton Place" have its local premiere on Thurs December 12, at the Roxy Theat

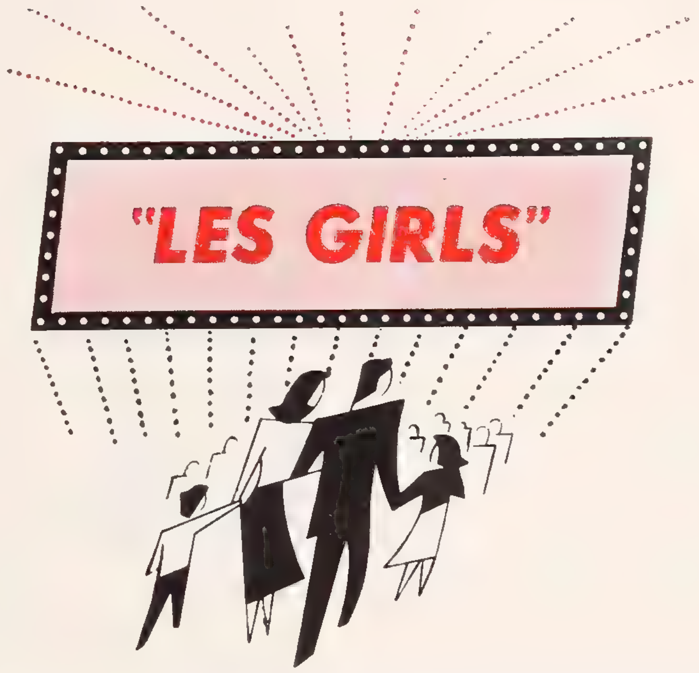
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. O National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Ed Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 S Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; T J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, F Entered as second-class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fore Single copies, 10c.


GET MORE OUT OF LIFE
GO OUT TO A MOVIE!

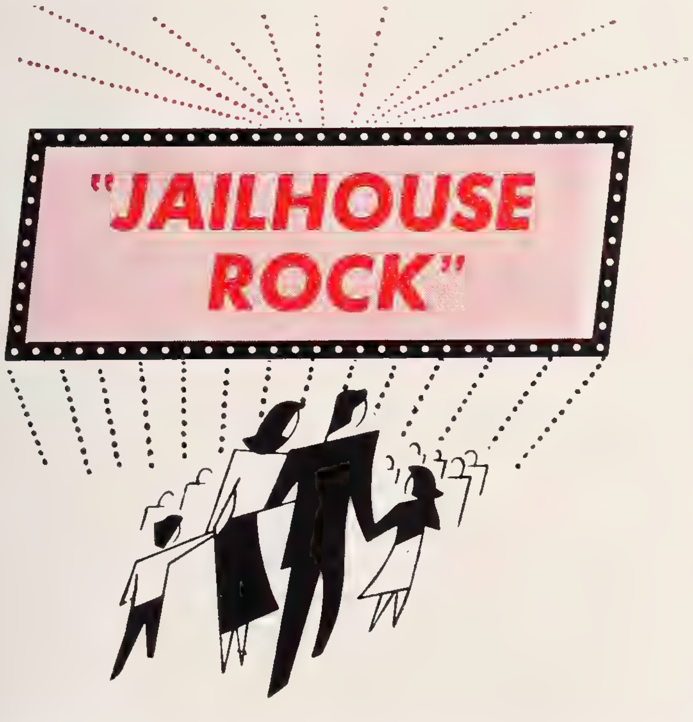
M-G-M BACKS UP THE INDUSTRY SLOGAN!



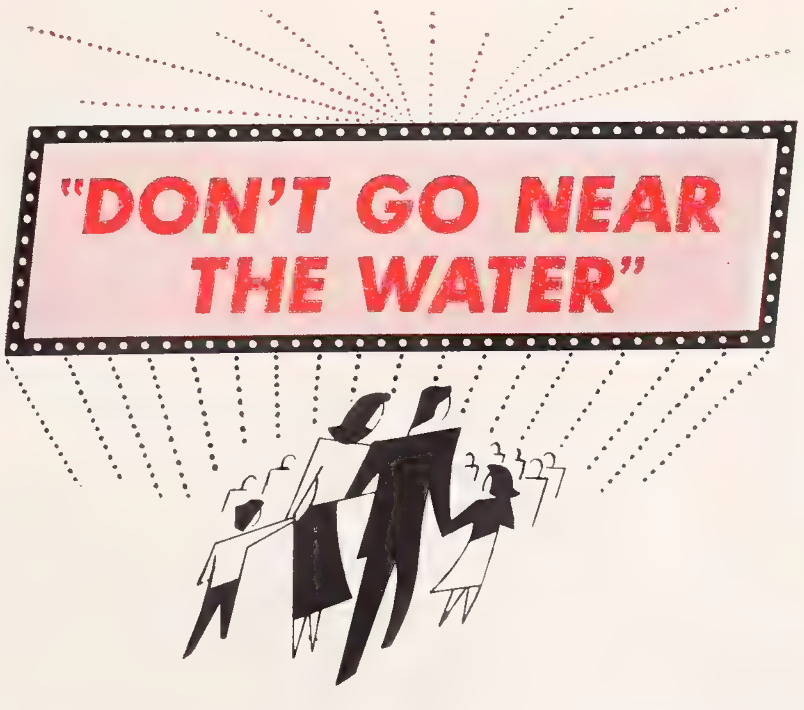
It's the talk of the nation, launched in widely publicized area Premieres. The Big MGM "Camera 65" production in the great tradition of Civil War romance hailed by press and public as one of the BIG ONES of our time. (Montgomery Clift, Elizabeth Taylor, Eva Marie Saint · Print by Technicolor®).



Never such nationwide publicity in magazines, press and by word-of-mouth. And its smash Music Hall business is being duplicated in its first play-dates. A "must see" attraction! (Gene Kelly, Mitzi Gaynor, Kay Kendall, Taina Elg · Sol C. Siegel production · CinemaScope · Metrocolor).



Already acknowledged to be Presley's top grosser, it's hitting new M-G-M highs nationwide. And the title song, America's No. 1 hit, is a teen-age magnet! (Elvis Presley, Judy Tyler, Mickey Shaughnessy · Avon Production · CinemaScope).


"DON'T GO NEAR THE WATER"

"New high in hilarity," says N. Y. World-Telegram as critics and cash customers have high time at Music Hall World Premiere. Confirming hit forecast of 29-city theatre previews. (Glenn Ford, Gia Scala, Earl Holliman, Anne Francis, Keenan Wynn, Fred Clark, Eva Gabor, Russ Tamblyn, Jeff Richards · Avon Production · CinemaScope · Metrocolor).

Drop 'Sweeps'

(*Continued from page* 1)

cent months. In October, the Hollywood Golden Jubilee star tours were dropped when the participation of the required number of top name personalities could not be obtained.

Exhibitor participation in promoting the Academy Awards telecast is already in progress, the most recent action having been taken last Saturday at the TOA convention in Miami Beach. It was decided then that whether or not theatres will stay open the night of the telecast should be left up to individual operators. The TOA board of directors also urged all members to give full support and to advertise the telecast program with trailers and other media.

Ad Drive Considered

Also discussed at the meeting yesterday at which Paul N. Lazarus, chairman, presided was the proposed institutional advertising campaign. A sub-committee composed of Sid Blumenstock of Paramount, Rodney Bush of 20th Century-Fox, and Jeff Livingston of Universal-International, was appointed to screen all the new ideas for such a campaign which have been pouring into advertising-publicity members.

The editor and publisher campaign, which consists of a Hollywood tour by newspaper and magazine staff members, will be the next major business building plan to be presented to exhibitors for their approval and participation.

COMPO Meeting Vital

Meanwhile, it appeared that the fate of the industry business-building campaign may depend on the outcome of a meeting of the COMPO board or executive committee at which the exhibitor and distributor member groups will face each other in what may be a showdown.

Lazarus will discuss the possibility of arranging such a meeting for an early date with his Columbia Pictures' colleague, Abe Montague, who is the MPAA, or distributors' representative on the COMPO triumvirate.

According to some reports, the action last week of Theatre Owners of America's board meeting in Miami Beach in withholding immediate backing for the business-building campaign pending an expression from Warner Bros., Paramount and M-G-M on the orderly spacing of release of quality product and the setting of release dates as far in advance as possible, may have been largely responsible for yesterday's developments.

Lewis Voices Warning

Lewis, who has contributed much to the development of the business-building campaign, warned the TOA convention last week that anything short of an immediate and unqualified endorsement of the campaign could prove fatal to it.

TOA and other exhibitors, however, feel that a business-building campaign without a steady supply of quality product evenly spaced over an entire year would not succeed in drawing people to the theatres and keeping them coming.

Also, the committee now is thinking in terms of a $1,000,000 fund for an institutional advertising campaign, rather than the $2,400,000 mentioned earlier for this purpose. Reflected in this, it is said, is the economy-minded thinking of both exhibition and distribution during the current slack business period.

One Man's TViews

By Pinky Herman

THE MUSICAL PLUM OF the year dropped into Jack Shaindlin's lap when he was signed to orchestrate and conduct original Morton Gould score for the forthcoming Cinemiracle production, "Cinemiracle Adventure," produced by Louis deRochemont and slated for release in March. Shaindlin was also responsible for the scoring and synchronization of "Cinerama Holiday." . . . Things are moving quite rapidly at United Artists' new recording subsidiary sparked by the dynamic Al Tamarin. Organized but a few weeks ago, the firm's initial disk, a platter by lark Joe Valino and featuring the title song of the forthcoming UA flicker "Legend of the Lost," will be nationally released Dec. 9. Flip side, "Declaration of Love," makes for a commercial debut item for United Artists Records. . . . Merle Oberon, star of the "Assignment Foreign Legion" teleseries, CBSeen Tuesdays at 10:30 P.M., currently in New York. Flies back to Europe after the Turkey-day festival.

☆ ☆ ☆

Gertrude Berg

Gertrude Berg has lined up quite an ambitious sked for herself since returning from a New England vacation. This Saturday, she'll do a bit of NBCutting up with Perry Como after which she'll prepare a sketch for her visit to Steve Allen's "NBChristmas Show" Sunday December 22. Immediately after the Holidays "Molly" flies to the Coast for a stint on "The George Gobels Show" after which she'll do a guestint on the "Tennessee Ernie Ford Show." . . . If drummer-boy Gene Krupa sells his life story to a film producer, Sal Mineo will portray Gene. . . . Edgar Bergen and Charlie McCarthy have been CBSigned to describe the pageantry of the 69th annual Tournament of Roses parade Wednesday, January 1. Betty White and Bill Goodwin will do similar honors for the NBColorcast of the event and of course the actual telecasting of the football classic will again be an NBC exclusive. . . . David Piel is currently producing a series of animated cartoons, based on Crockett Johnson's book "Harold and the Purple Crayon," published by Harper & Brothers. . . . William Morris has signed up Recording Star Sam Cooke, whose keen platter of "You Send Me," is high on the best-seller lists. Youngster is set for a repeat performance this Sunday on Ed CBSullivan Show.

AAP Stockholders

(*Continued from page* 1)

president, respectively, of AAP and their attorney M. Mac Schwebel. Chesler and Goldhar entered into a contract to sell 50 per cent of AAP stock to NTA for cash and debentures and stock of NTA.

The plaintiffs in the action, David M. Harris, Charles H. Frank, Jr., Michael Green, Marvin Richwald and Alex Rosenman, claim that a much better deal for the shareholders was offered by United Artists Corp. and was approved by all of the directors of AAP but not submitted to the stockholders.

Report Selectivision

(*Continued from page* 1)

to remarks made earlier this week by another Selectivision official, primarily concerned with the engineering division of the company, who said that the same motion picture program as that being presented at the theatre from which the TV hook-up originates could be used over the subscrption system without prior distributor consent and without additional rental costs.

"The exhibitor," he said, "in his contract with the distributor receives exclusive rights for showing a picture within a given area. If the exhibitor decides to send his program out over a toll-TV setup, it is simply a matter of increasing the theatre's seating capacity from 500 to 20,000, and does not in any way break the original exhibitor-distributor contract."

Asked to confirm this statement, Selectivision secretary Emanuel H. Demby said that it had no basis in fact, but that he wished that things could be that simple. He was indefinite about the programming that Selectivision would use when it got around to initiating its system here in New York, saying only that t company would present a "new co cept" in entertainment.

Informed of the earlier stateme that no prior distributor appro would be needed before featu could be pay-telecast if they we already contracted for by the theat which is the point of origin, indust attorneys were voluble in denyi that such action could be taken.

RenewAppea

(*Continued from page* 1)

tended, and the department was ur to act as speedily as possible.

The TOA directors held a spe Saturday meeting on the final da their Miami Beach convention week in order to discuss the prob and frame a resolution.

This is the third appeal to the partment from TOA. The first was adoption of a resolution at the C cago meeting March 5. The sec was at the Department of Justice c ference with industry leaders Washington Oct. 10.

Two Circuits Given Go-Ahead

The department has granted mission to National Theatres to duce and distribute in the Cinem cle process and Stanley Warner been allowed to use the Ciner process. American Broadcasting-P mount Theatres has been financ films without formal authorization cause its attorneys contend there no prohibition against this in Paramount consent decree.

TOA now wants all restrictions moved on the ground that emergency of increasing proporti confronts exhibition.

The specific action sought is t the Justice Department appeal to court to approve amendments to anti-trust decrees to permit all mer affiliates to produce and rele pictures with pre-emptive rights show these pictures in their own th tres.

Chest X-rays Given 782 During TOA Me

Chest X-ray examinations w given to 782 people of the amusem industry at the TOA-TESMA-TEI NAC convention at the Americ Hotel, Miami Beach, last week. T survey was part of a health progr inaugurated by the Will Rogers M morial Hospital. During 1958 simi surveys will be made by local di sions of the National Tubercul Association across the country.

Raymond Griffith Die

HOLLYWOOD, Nov. 26—Fune arrangements are pending for R mond Griffith, 70, early-day comedi who died here of a heart attack, the Masquers Club. After sou came into use, Griffith gave up acti for producing, serving first as assist to Darryl F. Zanuck and later p ducing several features for 20th Ce tury-Fox.

O Theatres Names lon Film Head

latthew Polon, RKO Theatres film er and booker for out-of-town ses, has been promoted to head the film de- tment, Sol Schwartz, sident, has ounced. Po- is to be in rge of all buying and king for the re circuit all r the coun-

Matthew Polon

n the film partment e his start th RKO atres 20 years ago, Polon has l various positions there. He was ied out-of-town film buyer sev- years ago. Archie Berish has n promoted to be Polon's assis- .

inemiracle

(Continued from page 1)

n, formerly the auditorium of the Eden Theatre. Cinemiracle uses ontinuous fabric, instead of the ıver" type sectional screen of Cine- a, which employs, rather arbi- ily to create an "engulfment" ef- , a much greater curvature that re- es adjustment of angles to pre- t cross reflection. The Mt. Eden en, a single-piece Boddle fabric orated for sound transmission, had ırvature 16 feet deep, about 40 per t less than that of Cinerama instal- ons generally.

omparison with Cinerama techni- y is inevitable since Cinemiracle ılso a three-panel process, three ges being projected from as many ıs to produce a single screen image. whereas Cinerama has three sepa- booths, each located to project ectly to its related segment of the ture, Cinemiracle projectors are in ingle central booth, with the two projectors at right angles to the tral mechanism, their beams being ected to their segments by mirrors.

Cinerama-Type Film

The camera employs a comparable ror system with remote control of us by an electronic device made by Smith-Dieterich Corporation of ladelphia. Film specifications are entially those of Cinerama—35mm h frames almost an inch wide and little over an inch high, exposed h slight overlap for fusion into one ture on the screen.

To minimize visibility of the seg- nt junctures, Cinemiracle vignettes photographs and modulates the hting of the contiguous frame edges the printer. No "fusing" devices are ed in either camera or projector. was pointed out that the sequences ed for the Mt. Eden demonstration, being in the nature of "rushes," had not received the prescribed modification for fusion.

Except for some visibility of the overlaps, the demonstration presented a screen image of tremendous impact and reality. It showed all the advantages of a three-panel process in resolution, color saturation and depth of focus. Details were sharp from foreground to far distant points in scenes of great breadth as well as those relatively confined. Linear distortion was also negligible, due at least partly, of course, to the moderate curvature of the screen. The sequences from "Cinemiracle Adventure" had sheer physical power and pictorial magnificence which promised a memorable experience for its audiences.

Elmer Rhoden, National Theatres president, flanked by DeRochemont and the technical crew who are making the picture, answered questions from the audience, which included industry executives as well as representatives of the press. Asked about production plans after "Cinemiracle Adventure," he said the company planned "several" pictures beyond the first one and "The Miracle" to be made by Warner Bros. These would include at least one more by DeRochemont and perhaps several by Warners.

Among those at the morning demonstration were A. Montague and A. Schneider of Columbia, James Mulvey of Goldwyn Productions, and producer Otto Preminger.

Witness for the Prosecution

(CONTINUED FROM PAGE 1)

nitz. Quality is obvious, too, in the production given the script by Arthur Hornblow—including the stars selected for the three top roles, Tyrone Power, Marlene Dietrich, and Charles Laughton. All three are perfectly cast.

And there is one more bonus to be emphasized: Miss Christie has provided the ending of her story with not one but three surprising "twists." These come trigger-fast, one right after the other, and have a terrific "shock" effect. The audience will be left pleasantly limp.

At the beginning the murder case presented to the famed London barrister that Laughton plays is reasonably uncomplicated. Power is a charming wastrel who has been accused by the police of murdering a wealthy widow in order to secure a large inheritance left him in her will. Power's alibi is that he was at home with his wife (played by Miss Dietrich) at the exact time the murder was committed. At first the wife supports this alibi. Then when the trial gets underway she suddenly and dramatically appears as a "witness for the prosecution" and claims that her husband came home the night of the murder with blood on his coat and confessed the killing to her. (The wife is allowed to testify against her husband when it is proved that she had been previously married in Germany, where she met Power, to another man and had never bothered to secure a divorce.)

However, Miss Dietrich's story is discounted when Laughton secures some love letters she has apparently written to a third man in which she admits that she planned to testify falsely against Power in order to get rid of him. The jury thereupon acquits Power. Miss Christie then ingeniously pulls her three surprises. Any reviewer who gives them away should be permanently expelled from the job.

In adapting Miss Christie's stage play to the screen, Wilder and Kurnitz have taken full advantage of the wider physical scope the medium affords, employing several important flashbacks with especial skill. Wilder also directed most fluidly; there is nothing static about his long courtroom scenes. And he has got some first-rate acting from an excellent cast.

As the man accused of murder Power is in fine form; he conveys the superficial charm of the fellow as well as he handles his hysterical breakdowns on the stand. And Miss Dietrich makes the wife, a German refugee, enigmatic and fascinating indeed. Elsa Lanchester is hilarious as a nurse who doggedly goes about her assignment of seeing that Laughton takes his heart medicine on time, and Una O'Connor creates a real "character," too, as an Irish housemaid of the murdered widow. Others who contribute to the fun are John Williams, Torin Thatcher, and Norman Varden.

But the major thespian honors go to Laughton as the crotchety old criminal lawyer whom success has made arrogant but who still holds vast respect for the English law. This is easily his juiciest role since Captain Bligh, and he plays it in full knowledge of that fact—whether he is hurling insults at his nurse, dropping his monocle in feigned surprise, or sputtering protests in the courtroom. His is a marvelously entertaining performance in a wholly enjoyable show.

Running time, 114 minutes. General classification. Release, in February.

RICHARD GERTNER

Two Previews

(Continued from page 1)

press, radio and television representatives, exhibitors, social organizations and opinion-making groups. An audience of 2,500 is expected on the coast, and 5,000 at the Roxy.

The film company has made it a point to include wives among the guests on the basis that the picture has strong "woman appeal." The Roxy showing will be the only one in New York this year. A series of simultaneous roadshow boookings has been set up on the coast following a premiere at Grauman's Chinese Theatre on Dec. 18.

Para. Gallery Opened

Barney Balaban, president, and Adolph Zukor, board chairman and founder of Paramount Pictures, yesterday officiated at ribbon-cutting ceremonies on the eighth floor of the Paramount Building here to mark the opening of a permanent picture gallery pointing up the milestones in the company's progress. The gallery is dedicated to the two men.

Sign Jessie Matthews

LONDON, Nov. 26. — Jessie Matthews, long-time leading British musical comedy star, will return to the screen after 18 years in George Pal's production "tom thumb," which M-G-M will release.

COSMOPOLITAN salutes

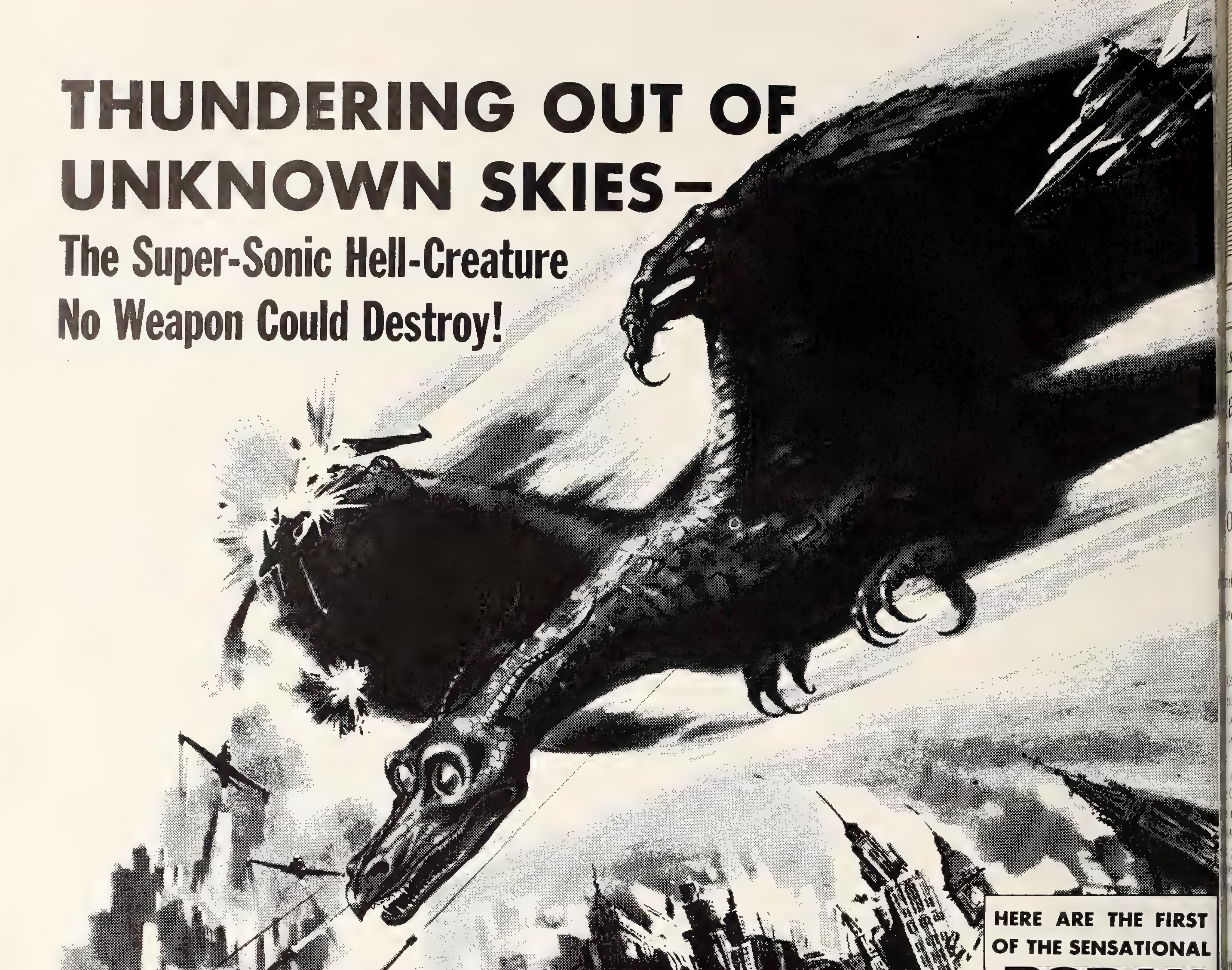
Warner Bros. for "Sayonara"... and for continuing its tradition of presenting fine entertainment to the American public

Sayonara is sure to appeal to the more than 1½ million discerning readers who month after month turn to COSMOPOLITAN for its editorial treatment of significant, contemporary themes.

COSMOPOLITAN
A HEARST MAGAZINE

THUNDERING OUT OF UNKNOWN SKIES—

The Super-Sonic Hell-Creature No Weapon Could Destroy!



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FORT WORTH	
Worth	$8,868
HOUSTON	
Majestic	$11,202
SAN ANTONIO	
Majestic	$11,214
EL PASO	
Plaza	$8,748
PHILADELPHIA	
Stanton— 1st 3 days	$8,660
LOS ANGELES	
13 Theatres day and date 1st 5 days	$85,000

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 82, NO. 104 NEW YORK, U.S.A., FRIDAY, NOVEMBER 29, 1957 TEN CENTS

rst Case of Its Kind

lassachusetts 'rust' Verdict o Defendants

ıd No Conspiracy Against ıeatre in East Walpole

Special to THE DAILY

3OSTON, Nov. 28—A jury in U.S. rict Court has found there was conspiracy" in the anti-trust ac- of the Park Theatre, East Wal- , Mass., against several exhibitors all the film companies except Century-Fox and Paramount. The represents the first jury verdict avor of the defendants in a mo- picture anti-trust case in the nmonwealth of Massachusetts for ral years.

he case stemmed from an action

(*Continued on page* 2)

ademy New Members adline Is Extended

From THE DAILY Bureau

OLLYWOOD, Nov. 28. — The demy of Motion Picture Arts and nces has extended its deadline for admittance of new members from 1 to 10, George Seaton, presi- , has announced. The move was e in order to allow additional time process membership applications ived since it was disclosed that

(*Continued on page* 3)

A. Records Lines Up Distributorships

nited Artists Records, newly ed subsidiary of the motion pic- company, has lined up 33 inde- lent distributorships in the United s and one each in Canada. aii and Puerto Rico, it is an-

(*Continued on page* 3)

'elevision Today Page 6

Newspapers Laud Industry

Special to THE DAILY

INDIANAPOLIS, Nov. 28. — The Y & W Management Corp., theatre circuit here, have succeeded in placing an editorial favorable to the motion picture industry in newspapers in six different towns, according to the Allied Theatre Owners of Indiana.

The editorial reads in part: "People engaged in business enterprises should give serious thought to the motion picture theatres as a most important segment in establishing and in maintaining a flow of traffic into their communities . . . Communities that do not have good motion picture theatres have many times had community drives in order to secure a theatre because they felt that their

(*Continued on page* 3)

Two Pictures Classified Under New Legion Plan

First ratings of the Legion of Decency containing the new designation of Class 2, Section 2—Morally Unobjectionable for Adults and Adolescents—are out for Dec. 5. Two pictures, "Paths of Glory" and "Wink of An Eye," both United Artists, are included in this classification.

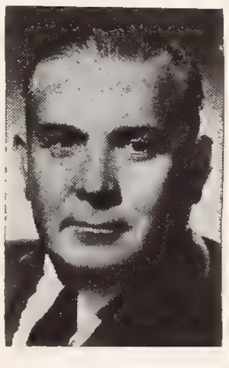
One film, "And God Created Woman," was condemned. It is a French picture being distributed by Kingsley. The comment follows: "The theme and treatment of the film, developed in an atmosphere of sensuality, dwell without relief upon suggestiveness in

(*Continued on page* 2)

Name Skouras for Sixth SPG Milestone Award

From THE DAILY Bureau

HOLLYWOOD, Nov. 28 – Spyros P. Skouras, 20th Century-Fox president, will receive the sixth annual Milestone Award of the Screen Producers Guild, it was announced by Samuel G. Engel, Guild president. The award will be presented at the Guild's annual dinner in April here.



Spyros Skouras

Engel notified the Fox executive, in Rome where Skouras is currently on a business trip. Previous winners of the award were Jesse Lasky, L. B. Mayer, Darryl F. Zanuck, Cecil B. DeMille and Walt Disney.

Ohio Allied to Discuss Toll-TV At Convention

Special to THE DAILY

COLUMBUS, Nov. 28—Toll television in its various forms will be one of the important topics to be discussed at the two-day convention of the Independent Theatre Owners of Ohio Dec. 3-4 in the Fort Hayes Hotel here.

In his call for the meeting Bill Carroll, executive secretary, reminds the members that the Pay-TV problem

(*Continued on page* 2)

Up from $3,182,099

Fox 39-Week Earnings Hit $5,623,858

Amounts to $2.13 a Share On 2,644,486 Outstanding

Twentieth Century-Fox had consolidated earnings of $5,623,858 for the 39 weeks ended Sept. 28, 1957, the company reported on Wednesday. This amounted to $2.13 per share on the 2,644,486 shares of common stock outstanding. It compares with earnings for the 39 weeks of 1956 of $3,182,099 or $1.20 per share on the same number of shares.

Earnings for the third quarter ended Sept. 28 this year amounted to $1,553,993, equal to 59 cents per share, as compared with $1,025,429 for the third quarter of 1956, equal to 38 cents per share.

A breakdown of the financial report

(*Continued on page* 3)

Para. Eastern Sales Meet in Boston Today

Special to THE DAILY

BOSTON, Nov. 28.—A full-scale meeting of Paramount's Eastern division sales organization will be held at the company's office here tomorrow with George Weltner, Paramount Pictures vice-president in charge of worldwide sales, and Hugh Owen, vice-president of Paramount Film Distributing Corp., in attendance.

Other participants in the meeting will include Edmund C. DeBerry,

(*Continued on page* 2)

RKO to Distribute AA Product in Australia

RKO Radio has closed a deal to distribute Allied Artists product in Australia on a long-term basis. Announcement of the deal has been made by Norton V. Ritchey, president of Allied Artists International, and Walter Branson, RKO vice-president in charge of worldwide distribution.

The arrangement was negotiated by William Osborne, Far East man-

(*Continued on page* 2)

Distributors See No Repetition Next Year Of Campaigns for Anti-Blind Checking Bills

Distributors do not expect a repetition next year of the rash of campaigns for state anti-blind checking bills which resulted in the passage of two such laws last year.

Most state legislatures convene in January and so far as can be determined there are no pending bills of this kind to be acted upon. Last year several state legislatures adjourned without acting on pending blind checking bills and several others were killed in committee after passing one house.

The two bills which were approved were in Texas and Oklahoma. The Texas bill, according to a distributor spokesman, has not proved an especially important factor since, as finally passed, it only bars the use of data obtained by blind checking as evidence in a court case and then only if the exhibitor has not been notified within 72 hours that his house has been checked. As originally proposed the bill would have made blind checking a criminal offense.

PERSONAL MENTION

ELMER RHODEN,, president of National Theatres, and **Mrs. Rhoden** will leave New York today for England and the Continent.

•

H. H. Martin, Universal Pictures general sales manager, will leave here today for Dallas, en route to key cities of the Coast.

•

Toney Owen, British producer, has left New York for London via B.O.A.C.

•

Mel Ferrer and his wife, **Audrey Hepburn**, whom he will direct in "Green Mansions," have returned to Hollywood from New York.

•

Jack Atlas, of the M-G-M studio publicity department, has returned to Hollywood from New York and Boston.

•

Caral Ruth Goodman, daughter of the foreign sales manager of Columbia Pictures International Corp., has become engaged to **Robert Andrew Klein** of South Orange, N. J.

Slate Case of 23

WASHINGTON, Nov. 28. – The Supreme Court has scheduled argument the week of Dec. 9 in the case of 23 motion picture studio employees who claim they were barred from film industry employment after they refused to testify before the House Un-American Activities Committee. Depending on how many decisions the court hands down at its decision session on Dec. 9, argument will get under way on the 9th or 10th. Two hours of argument have been set for the case.

Boyd E. Fry Killed

ATLANTA, Nov. 28–Boyd E. Fry, public relations man, who managed Loew's Grand Theatre here for many years, was killed Monday in an odd railroad crossing accident. Apparently his car stalled on an upgrade and rolled back into the path of the train. Fly was a native of Clarkesville, Ga. He was assistant manager of the old Capitol and Fox and also served in Loew's, Nashville, and later at Louisville and Memphis. He is survived by his widow and two daughters, his mother and sisters.

Defendants Win 'Trust' Suit

(*Continued from page* 1)

brought by Roy Smith, owner of the Park, who charged conspiracy and asked for trebled damages amounting to $1,000,000. Smith claimed he had been prevented from showing early pictures from May, 1947, through October, 1952, by reason of conspiracy between the defendants to establish a system of runs and clearances.

The case was turned over to the jury with instructions to determine only one issue: did the plaintiff present sufficient evidence to prove a conspiracy by the defendants? The jury decided not, and the judge entered judgment for the defendants.

George S. Ryan, who with W. Bradley Ryan represented the plaintiff, said the case will be appealed to the Circuit Court of Appeals.

Attorneys for the defendants included Robert W. Meserve of Nutter, McClennen and Fish of Boston; E. Compton Timberlake, of Paramount Pictures; Edward C. Raftery of RKO Theatres; and Samuel Markell of Boston, who represented Smith Management Co., and others.

Ohio Allied

(*Continued from page* 1)

must be faced sooner or later. He also states that the first opposition to this development was raised by Allied members eight years ago. Trueman Rembusch, of Indiana, co-chairman of the Joint Committee Against Pay-TV, will be one of the speakers at the first day's session. The pro viewpoint will be presented by Dan Aaron of Jerrold Electronics, which installed the equipment used at Bartlesville, Okla.

Horace Adams in the Chair

Horace Adams, president, will preside. The second morning session will be devoted to film clinics open only to exhibitor members. In the Tuesday afternoon session Hugh McLachlan, National Allied Equipment Study Committee, will report, and Mel Tharp, advertising director of the Columbus Dispatch, will talk on newspaper advertising. There also will be a panel discussion of theatre concessions.

Reports on the film clinics will be presented at the second afternoon session, officers will be elected, and there will be a panel discussion on exploitation.

Paramount Meet

(*Continued from page* 1)

Eastern division manager, and the following branch managers; Gasper Urban, Boston; Daniel R. Houlihan, Albany; Hugh Maguire, Buffalo, and Henry Germaine, New Haven. Discussions will center around forthcoming product.

Books '80 Days'

MILWAUKEE, Nov. 28. – The Strand Theatre in Madison, Wisc., has booked "Around the World in 80 Days" for a four-week period beginning Christmas Day. It has not been decided whether the Mike Todd production will be shown in Todd-AO or in the 35 mm. version

Two Films Classified

(*Continued from page* 1)

costuming, dialogue and situations. In the field of motion picture entertainment the extent and intensity of the objectionability of this picture constitute an open violation of Christian and traditional morality."

The other ratings follow:

Class A, Section 1, morally unobjectionable for general patronage, "Enemy Below" (20th-Fox).

Class A, Section 3, morally unobjectionable for adults, "Cabiria" (Ital.) (Lopert); "Gervaise" (Fr.) (Continental).

Class B, morally objectionable in part for all, "Love Slaves of the Amazon" (U-I), objection: suggestive sequence, costuming and dancing.

RKO in Australia

(*Continued from page* 1)

ager for Allied Artists, and Robert Hawkinson and Sidney Kramer for RKO. Major product from the AA current release list will include "Dragoon Wells Massacre," "Crime In the Streets," "Strange Intruder," "Dino" and "The First Texan."

Two VP's Named by WB

Edmond L. DePatie, studio manager for Warner Brothers in Hollywood, and William T. Orr, executive television producer for the company on the Coast, have been named vice-presidents of WB at a meeting of the board of directors. They will make their headquarters at the Burbank plant.

K C. House to Suspend

KANSAS CITY, Mo., Nov. 28–The Tower Theatre here, an operation of Fox Midwest Theatres, is one of the National Theatres affiliates which will be closed for three weeks preceding Christmas. The Tower will conclude its current engagement of "Around the World in 80 Days" next Tuesday night and then reopen on Christmas Day with "Peyton Place."

TENT TALK

Variety Club News

BUFFALO–Tent 7, Variety Club of Buffalo, has elected these eleven directors for 1958: Marvin Atlas, V. Spencer Balser, Albert Becker, Michael J. Ellis, Sam Geffen, Myron Gross, Marvin Jacobs, Charles B. Kosco, George H. Mackenna, Francis Maxwell and Jack Mundstuk. Gross also was elected a delegate to the 1958 Variety International convention in London. The directors will meet soon to elect 1958 officers.

△

DETROIT–Variety Club will hold a heart fund party Saturday night at Tent 5 headquarters. Entertainment, refreshment and dancing will be included.

△

CHICAGO–The eleven man crew voted in by members of Tent No. 26, Variety Club of Illinois, at their annual meeting, elected William Margolis, director of public relations fo the Harlem Globetrotters, their chie barker for the year 1958. Other 195 officers chosen by the crew are: Na Nathanson, first assistant chief barker Charles Cooper, second assistant chie barker; Harry Balaban, dough guy Sam Levinsohn, property master.

△

ALBANY–The Albany Variety Clu will hold its second annual dinner an dance of the season Dec. 7. The firs one was attended by 45 couples Lunch is again being served daily i the rooms on the mezzanine of th Sheraton-Ten Eyck Hotel. New mem bers inducted at a recent meetin were: Nathan Richman, attorney; Ed ward Wiesman, radio; Milton Rot contractor; Francis V. Tierney, vice president of I.L.U.; Hyman R. Siege auctioneer.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"DON'T GO NEAR THE WATER"
starring GLENN FORD
GIA SCALA • ANNE FRANCIS • EVA GABOR
An M-G M Picture in CINEMASCOPE and METROCOLOR
and SPECTACULAR STAGE PRESENTATION

Get Your Special XMAS
Trailers On GREEN FILM
From Good Old Dependabl
FILMACK
You Can Always Count On Us
For Top Quality and Fast Servic
CHICAGO NEW YOR

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

PEOPLE

John Aarshoj, who during the past ır has been acting manager in Den- rk for M-G-M, has joined Para- unt as manager for that company Denmark, succeeding Svend A. nriksen, who recently was elevated supervisor of the Far Eastern divi- n.

☐

Frank H. Ricketson, Jr., general nager of National Theatres, has n reelected president of the Cen- l City (Colo.) Opera House Asso- tion for the 13th year. **Robert W. ig,** president of Fox Intermountain eatres, has been reelected vice- sident.

☐

Dick Brooks, formerly on the edi- ial staff of the "Atlanta Journal" l "Editor and Publisher," has join- the publicity department of 20th ntury-Fox as a staff writer.

☐

Sol A. Spiller, for 20 years con- ıction chief for RKO Theatres, has closed that he will soon start ilding in Hallandale, Fla., the ower of Golden Isles," 14-story ss-and-aluminum cooperative apart- nt structure.

☐

Melvin J. Fox, head of the indepen- ıt Fox Theatres in the Philadelphia a, has been elected to the board directors of the city-sponsored bin Hood Dell, summer outdoor ıcert series.

☐

Jack Cataldo has been named nager of the Romona, a unit of ited Detroit Theatres. Additionally, the same circuit, **Lincoln Friend** been appointed manager of the chigan, **Malcolm Rose** the Birming- m, **Jack Sage** the Fisher, **August rmo** the Cinderella and **Norman heaton** the Madison. All currently with UDT in similar posts.

☐

Ralph W. Pries, executive of the rlo Vending Co., Philadelphia, has en named Pennsylvania State Chair- ın for the 1958 March of Dimes ive.

☐

Harold Monett, out of the Air Force few months, is now booking at Uni- rsal Pictures exchange in Denver. e succeeds **Joe Lamb,** who moved to lied Artists as manager and booker, cceeding **John Pietriantonio,** who ft the business.

☐

Doug Hermans, booker for Para- ount in Albany, N. Y., has trans- rred to 20th Century-Fox there in ıe same role.

☐

John G. Moore, recently-appointed ıid-Eastern division manager for aramount, will be honored on Dec. at a testimonial dinner to be held in the Hotel Bradford, Boston. The dinner will also serve to welcome **Edmund C. DeBerry,** named to succeed **Moore** as Eastern division manager.

☐

Walter J. Dennis, president of Tele-Movie Development Co., will be guest speaker at the next membership meeting of the Arizona Theatre Owners Association, to be held at the Westward Ho in Phoenix on Dec. 4.

See Mexican Gross Income Up 30% Over Last Year

Special to THE DAILY

MEXICO CITY, Nov. 28 – Gross income for Mexican pictures will be at least 30 per cent more this year over that of 1956. Blas Lopez Fandos, manager of Peliculas Nacionales, semi-official distributor in Mexico of Mexican and some foreign films, has estimated. He attributed better business for the Mexicans to their higher quality, the use of color, better, and funnier, stories and improved distribution.

He revealed that while the gross of pictures handled by PN was $3,760,000 all last year, an income for films this year is assured at $5,360,000.

20th-Fox Net

(*Continued from page* 1)

showed film rentals, including television, amounted to $89,419,401 for the 39 weeks of 1957 as compared with $77,719,336 for 1956.

U. S. and foreign taxes on income amounted to $6,351,068 for the 39 weeks this year as compared with $2,882,302 for the same period in 1956.

General Yule Party For Albany Industry

Special to THE DAILY

ALBANY, N. Y., Nov. 28 – Albany exchange employees will hold their first general Christmas party in recent years, at Beck's, the night of Dec. 9. Branch managers and exhibitors are expected to attend, as they did at a Film Row farewell to RKO workers when that company's local office was closed last spring. About 60 are expected in all at the coming affair.

Most exchanges are dropping outside Christmas parties of their own this year. Several will stage them in the office, with screenings and exchange of presents the rule.

Nancy De Sorento, of Warners, is chairman of the general party.

Reopen Dearborn House

DEARBORN, Mich., Nov. 28 – Oscar A. Gorelik, who heads Greater Detroit Theatres, announces the reopening of its Carmen Theatre which has been closed for heating system repairs for a month.

Newspapers

(*Continued from page* 1)

community could not prosper without one.

"In past years, many people have become critical of the motion picture industry in general. Many say that motion pictures aren't here to stay because of television. . . . Hollywood has already gotten the hint that television is here to stay and consequently are producing some top flight entertaining pictures. . . . The film capital of the world has techniques and production facilities with topnotch stars to produce some of the best entertainment which no other movie industry in the world can hope to touch.

Called 'Good Merchandise'

"Theatres are also a vital segment of a community. They are loyal to charity drives, will show short films to help publicize the drives, are taxpaying people of the community. Not until recently did the movie industry think of 'ballyhooing' their own business. . . . Good business people know that while selling their merchandise, they must also sell themselves. That is exactly what the movie people are doing. The industry has good merchandise and the business people should realize that they should help to sell this form of needed entertainment."

Academy Deadline

(*Continued from page* 1)

nominations and balloting will be restricted this year to Academy members.

Academy membership is by invitation and applications must be sponsored by two members of the Academy branch they will join, after which the names must be endorsed by the branch executive committee and submitted to the board of governors for approval.

U.A. Records

(*Continued from page* 1)

nounced by Harold L. Friedman, sales director.

The sales units will receive UA's first two records next month. They will be tied in with the countrywide promotion of the company's Christmas release, "Legend of the Lost."

Balaban on Air Saturday

The discussion of film industry trends by Barney Balaban, president of Paramount Pictures, originally scheduled for broadcast last Saturday on the NBC Monitor radio network program, will be heard instead tomorrow at 11 A.M.

Korman Unit to Dudley

DETROIT, Nov. 28–E. B. Dudley, pioneer operator of Negro theatre patronage houses, and who recently opened the Victory Theatre, has taken over the Alhambra Theatres recently relinquished by the Korman circuit.

. . . NEWS ROUNDUP

Powell, Mitchum to Tour

Producer-director Dick Powell and actor Robert Mitchum will cover over 250 cities this month during a national tour on behalf of their new 20th Century-Fox film, "The Enemy Below." The two will host screenings of the film for newspapers, magazine and trade publication editors; radio and television outlets; exhibitors and opinion makers, who will be brought in from surrounding areas to the showings.

■

Borgnine Pact Settled

Hecht-Hill-Lancaster and Ernest Borgnine have jointly announced an amicable settlement of all legal disputes between the company and the actor, with Borgnine securing a release from the long-term exclusive contract with HHL.

Borgnine expects to resume his film career with a starring role in Paddy Chayefsky's latest, "Go Fight City Hall."

■

Asthma Drive Sets Goal

The Children's Asthma Research Institute is seeking $250,000 locally in the national campaign to raise $1,500,000 to establish a research center, according to Max E. Youngstein, national campaign chairman. The research center will be erected on the grounds of the National Home for Asthmatic Children at Denver.

■

'Noah's Ark' at Selwyn

Dominant Pictures' "Noah's Ark" is now at the Selywn Theatre here, after which it will be shown in key first-run houses in the metropolitan area. Further engagements have been booked in 73 local houses simultaneously, including RKO, Skouras, Century, Randforce and independent theatres.

■

Bolshoi Ballet Here Dec. 6

The American premiere booking of "The Bolshoi Ballet," which is being distributed in this country by the Rank Organization in the United States, will open Dec. 6 at the 55th St. Playhouse. There will be three showings daily, with five on Saturdays and four Sundays.

■

'Angels' for Paramount

Universal's "The Tarnished Angels" will open at the New York Paramount Theatre shortly after the beginning of the new year.

THIS AD IS

Fulfillment of the basi

UA ANNOUNCES THIS BAC
IN A BALANCED RELEASE S
AS A PART ONLY OF THE U

JANUARY - FEBRUARY - MARCH

LEGEND OF THE LOST
Technirama • Technicolor • Starring John Wayne • Sophia Loren • Rossano Brazzi
Produced and Directed by Henry Hathaway • A Batjac Prod., Panama, Inc. Pres.

THE QUIET AMERICAN
Starring Audie Murphy • Michael Redgrave • Claude Dauphin • Giorgia Moll
Written for the screen and Directed by Joseph L. Mankiewicz • A Figaro, Inc. Prod.

PATHS OF GLORY
Starring Kirk Douglas • co-starring Ralph Meeker • Adolphe Menjou • Directed by Stanley Kubrick • Produced by James B. Harris • A Bryna Production.

WITNESS FOR THE PROSECUTION
Starring Tyrone Power • Marlene Dietrich • Charles Laughton • Directed by Billy Wilder • Produced by Arthur Hornblow • An Edward Small Presentation • Based on Agatha Christie's smash Broadway play.

APRIL - MAY - JUNE

RUN SILENT, RUN DEEP
Starring Clark Gable • Burt Lancaster • Directed by Robert Wise • Produced by Harold Hecht • A Hecht, Hill and Lancaster Presentation

PARIS HOLIDAY
Technirama • Technicolor • Starring Bob Hope • Fernandel • Anita Ekberg • Martha Hyer • Directed by Gerd Oswald • A Tolda Production.

GOD'S LITTLE ACRE
Starring Robert Ryan • Aldo Ray • Tina Louise • Directed by Anthony Mann
Produced by Sidney Harmon • A Security Pictures Presentation • From the world's greatest best-selling novel by Erskine Caldwell.

THUNDER ROAD
Starring Robert Mitchum • Directed by Arthur Ripley • A DRM Production.

Keep this ad
and check our
performance
against our
promise!

AN EVENT!

need of all exhibitors!

OG OF BLOCKBUSTERS
EDULE FOR THE FULL YEAR 1958
ROGRAM FOR 1958!

JULY - AUGUST - SEPTEMBER

THE BIG COUNTRY

Technirama • Technicolor • Starring Gregory Peck • Jean Simmons • Carroll Baker Charlton Heston • Burl Ives • Directed by William Wyler • Produced by William Wyler and Gregory Peck • An Anthony-Worldwide Production.

THE VIKINGS

Technirama • Technicolor • Starring Kirk Douglas • Tony Curtis • Ernest Borgnine Janet Leigh • Directed by Richard Fleischer • Produced by Jerry Bresler • A Kirk Douglas Production.

KINGS GO FORTH

Starring Frank Sinatra • Tony Curtis • Natalie Wood • Directed by Delmer Daves Produced by Frank Ross.

CHINA DOLL

Starring Victor Mature • Prod. and Dir. by Frank Borzage • A Batjac Presentation.

OCTOBER - NOVEMBER - DECEMBER

SEPARATE TABLES

Starring Rita Hayworth • Deborah Kerr • David Niven • Wendy Hiller • and Burt Lancaster • Directed by Delbert Mann • Produced by Harold Hecht • A Hecht, Hill and Lancaster Presentation.

MAN OF THE WEST

PRODUCTION STARTS IN JANUARY

In color • Starring Gary Cooper • Directed by Anthony Mann • A Mirisch Co. Prod.

THE BARBARA GRAHAM STORY

PRODUCTION STARTS IN JANUARY

Starring Susan Hayward • Directed by Robert Wise • Produced by Walter Wanger A Figaro, Inc. Production.

AND FOR CHRISTMAS 1958

Burt Lancaster in

THE UNFORGIVEN

All this, and Mike Todd's "AROUND THE WORLD IN 80 DAYS", too. Plus additional big ones about to go into production in time for 1958 release!

THRU
UA

Television Today

Who's Where

Tom Seehof will head Screen Gems' Mountain Area sales office in Salt Lake City beginning December 1. The move is to put Seehof in a better position to service his territory, which covers the states of Utah, Idaho, Wyoming, Colorado, New Mexico and Arizona.

□

James Schiavone has been promoted from operations manager to station manager of WWJ-TV, Detroit.

□

Ted Cott, who has been serving as a general executive of National Telefilm Associates, Inc., has been named vice-president in charge of the organization's owned and operated television and radio properties.

RCA Sets Delivery of TV Tape Units for '58

Delivery of RCA's first production models of tape recorders for both color and black-and-white television will begin December, 1958, E. C. Tracy, manager, RCA Broadcast and TV Equipment Department, Radio Corporation of America, has announced.

The color recorder, it was announced, will carry a list price of $63,000. A monochrome version of the RCA video tape recorder, for recording and telecasting black-and-white TV signals, will become available at the same time, with a list price of $49,500.

NBC Buys Cartoons

NBC-TV has purchased a new cartoon program from Screen Gems, "Ruff and Reddy," about the adventures of a cat and dog in outer space. Each episode will be four minutes and each half-hour installment of the show will consist of two episodes of "Ruff and Reddy" and two first-run cartoons from the Columbia Pictures library. The show, scheduled for Saturday mornings, will start sometime in December.

CBS to Start Later

CBS Television will start its daily programming schedule at 8:00 A.M., EST, one hour later than the current starting time, beginning Monday, Dec. 16, and the "Jimmy Dean Show" will go off the air after Dec. 13, it was announced by Merle S. Jones, president. The singer's Saturday program will continue. Jones also said that "Captain Kangaroo" will continue to be broadcast over the network, "contrary to rumors."

FCC Says It Has Power Over 'Subliminal' Ads

From THE DAILY Bureau

WASHINGTON, Nov. 28 – The Federal Communications Commission thinks it has ample power to protect the public from subliminal protection advertising on television.

Chairman Doerfer made this plain in a letter to Senator Potter (R., Mich.), who had written Doerfer expressing concern over a "revolutionary and frightening" development.

Situation Being Studied

The commission has stated that its current studies indicate television viewers are "not in immediate danger of being adversely affected" by the system, since it is not being used except on an occasional test basis. However, the commission continued, it is pushing ahead with its investigation of the new technique, to determine what steps if any should be taken by the commission to control its use.

Doerfer, stressing that the situation is new and fluid and that the Communications Law does not specifically cover the new system, said that "from present indications, however, it seems fair to say that reasonable protections may be available to the public under the general provisions of the act." He cited FCC powers to safeguard the public interest through control of the nature of the station's service, the type of apparatus used, and new and experimental uses.

Potter Asked Demonstration

Potter said he had urged the FCC to stage a demonstration of subliminal projection, and the Commission had indicated its willingness to comply with the request.

Meanwhile, the FCC also revealed that station WTWO of Bangor, Me., had experimented with subliminal projection with "negative" results. No details were given.

Guild Names Rizzo

Tony Rizzo, midwest program packager, has been appointed sales representative for Guild Films, covering the midwestern states, it was announced by John Cole, vice-president of sales. Rizzo will headquarter in Kansas City, Mo. He recently operated his own program producing and advertising agency, Advertising Results, Inc., in Kansas City.

E. E. Jennings, Sr., 75

ST. PETERSBURG, Fla., Nov. 28 —Earl E. Jennings, Sr., 75, former owner and manager of the Queen Anne Theatre in Cincinnati, died Nov. 23 in a local hospital. He had been a resident of this city for the past six years.

FEATURE REVIEWS

Naked in the Sun

Empire—AA

HARTFORD, Conn., Nov. 28

An oft-neglected aspect of Americana—the Seminole Indian nation of legend and deed—is given proper treatment, both on-camera and backstage, in this Empire Studios production, released by Allied Artists.

R. John Hugh, who's delved into southern history in previous efforts is listed as producer-director, and he's got the considerable advantages of natural surroundings, a rousing story, some known character players and the enticing shades of Eastman Color for his ever-moving, ever-entertaining canvas of human values.

The Frank G. Slaughter screenplay, based on his novel, "The Warrior," tells the story of a restless man, a leader among men, one Osceola (James Craig), fierce chief of the Seminole Indians; his wife, Lita Milan; and Barton MacLane, the unscrupulous slave trader, who pursues escaped servants in the Florida territory under license of the U. S. Government. It is the latter, in his unceasing quest for more and more slaves—and questionable tactics of seizing Indians for additional labor—who sets off the whiteman-Indian battle, upshot of which finds Craig imprisoned, his people returning to the Everglades following establishment of an uneasy peace.

Properly promoted, with stress on the Indian War and supplementary developments, "Naked in the Sun" could chalk some handsome boxoffice figures.

Running time, 72 minutes. General classification. Release, in October.

A. M. W.

The Violators

RKO Radio—U-I

What might have developed into an interesting study of a probation officer emerges herein as routine melodrama.

Arthur O'Connell portrays a financially embarrassed lawyer who becomes a parole officer as a means of beating the depression of the Thirties. His idealism and instinctive sympathy for young offenders get him so involved in his work that he often does not have the time he would like to devote to his motherless daughter, Nancy Malone. The girl is in love with Fred Beir, a neighborhood boy who has just returned from wartime duty and is having difficulties getting started in business.

When Beir gets mixed up in a shady business deal, O'Connell tries to break up the young people's romance, but fails when Miss Malone runs away with her intended husband. Miss Malone finally realizes Beir's guilt and rushes to seek her father's help. O'Connell realizes that his own child and the man she loves have both become "violators" and pledges help them accomplish their rehab tation.

Produced by Himan Brown and rected by John Newland, the sa team which turned out the much m effective "That Night" earlier t year, this slow-moving drama w have to depend on O'Connell's c vincing performance and a title wit somewhat sensational tinge as its m selling points. Ernest Pendrell wr the script.

Running time, 76 minutes. Gene classification. Release, in Decembe

WARREN HAR

The Hard Man

Columbia

HOLLYWOOD, Nov. 2

Guy Madison portrays in appropr ately grim fashion the titular chara ter in this story of a gun-slingin deputy sheriff who is compelled b duty of office to shoot an old pal his bandit days in the opening s quence and spends the rest of t picture in finding out who made t shooting necessary. It is a long, ha quest, with the guilty man and h cohorts known to the audience b not to Madison until the wind-u which is a sequence as full of leth lead and script surprises as the har est follower of Western melodra would have it.

Technicolor does much to height the effectiveness of performances Madison and others in a straightf ward story.

The script is by Leo Katcher, w also is author of the book on whi the script is based, and the directi is by George Sherman, whose list successes in directing Western me drama is long and lustrous. Hel Ainsworth is credited as executi producer, and Wallace MacDonald producer.

Madison is a Texas Ranger as t picture opens, but he turns in Ranger badge when, on returni to town with the body of the want criminal, his superiors charge h with over-readiness to kill. Then t sheriff of a town called El Solito fers him a deputy-ship which he cepts after learning that one Fe mentioned by his dying victim, is l ing in that city. A little later he lea that she is the wife of the town's e nomic overlord, played with skill Lorne Greene, and that she, unhap with her husband, is likely to le him to the man responsible for fra ing the man he has killed. After number of fast, violent, bloody a usually surprising incidents of c flict, he brings all parties concern into the range of his gun, and lea that the woman named Fern is person responsible for all the troub

Running time, 79 minutes. Gene classification. Release, in Decemb

WILLIAM R. WEAV

All
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MOTION PICTURE DAILY

Concise
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82, NO. 105 NEW YORK, U.S.A., MONDAY, DECEMBER 2, 1957 TEN CENTS

ıdual Evolution'

lied, TOA fferences ɔss: Myers

ts Out Issues on Which bitors Groups Agree

From THE DAILY Bureau

SHINGTON, Dec. 1 – Comıg on the recent Theatre Own- America convention and some decisions which paralleled Altates Association's stand on the ıubjects, Abram F. Myers, board ıan and general counsel for , says the situation is "note-/" and the "product of a gradɔolution" in a bulletin issued

ɛrs makes no comment on Elmer n's declaration that the leading

(*Continued on page* 6)

Swartz to Manage Station for NTA

(Picture on Page 5)

Swartz, veteran television and picture executive, has been general manager of KMGM-linneapolis-St. Paul, it was anɔd at the weekend by Ely A. u, chairman of the board and executive officer of National

(*Continued on page* 5)

-Division Operation for MGM Records

M Records, the recording and manufacturing division of Inc., will in the future be ed as two divisions, it was anɔd on Friday by Joseph R. Voresident of Loew's.

old Maxin will join the com-

(*Continued on page* 2)

elevision Today Page 5

Reagan Resigns Post with Loew's; Byrne Appointed New Sales Manager

Charles Reagan

Charles M. Reagan, vice-president and general sales manager of Loew's, Inc., has tendered his resignation to Joseph R. Vogel, president, to become effective "at the latter's pleasure," Reagan announced at the weekend.

Reagan's long-term contract with Loew's-MGM expired about six months ago. Reports were circulated in the trade prior to the expiration of the contract that he planned to retire

(*Continued on page* 3)

John P. Byrne, veteran M-G-M sales executive, was named general sales manager of the company on Friday by Joseph R. Vogel, president, to succeed Charles M. Reagan, resigned.

The company's announcement of the appointment said that Byrne will assume his new duties "shortly."

Byrne has been assistant general sales manager for the past year, after having served as Eastern sales manager with headquarters at the home office since 1946. He has been with the company 32 years, having joined it as a salesman at the Denver branch in 1925.

He was assigned to a special M-G-M traveling sales crew on the West Coast in 1926; came to Albany as a salesman in 1927, to the New

(*Continued on page* 3)

Stellings Names Group To Work on New Plans

Special to THE DAILY

CHARLOTTE, Dec. 1.–President Ernest G. Stellings of Theatre Owners of America has named a committee to follow up with the Academy of Motion Picture Arts and Sciences on various projects suggested by George Seaton at the Miami Beach convention. Henry Plitt of New Orleans is chairman. Other members are Roy

(*Continued on page* 2)

Music Hall Slates Holiday Showtrains

By JAMES M. JERAULD

There may be exhibitors who think they ought to close their theatres in the much-talked-about pre-Christmas slump, but Russell V. Downing and the New Haven Railroad management are not included in their ranks.

They not only believe in getting

(*Continued on page* 2)

Thanksgiving Brings 'Feast' To Theatres on Broadway

By WARREN HARRIS

Thanksgiving proved a feast day for the majority of Broadway first-run theatres. Despite a late afternoon downpour, most houses reported "good" to "excellent" business, with at least one attendance record being broken for the day.

Radio City Music Hall did the biggest Thanksgiving Day business in its 25-year history with MGM's "Don't Go Near the Water." A record $31,268 was reported by the day's end, with business expected to continue at or near a record peak for the weekend.

The Roxy Theatre, with 20th Century-Fox's "Kiss Them for Me" in its third week, reported $11,000 for the day, considered "very good" by the management.

Columbia Pictures reported "terrific business" with two of its releases, "Operation Mad Ball" at the Victoria, and "Pal Joey" at the Capital. "Mad Ball," beginning its second week, did an estimated $3,700, considered 35 to 40 per cent better than a normal

(*Continued on page* 2)

'Act' Committee

Form Unit to Fight Pay-TV Nationally

Organizers to Seek Support Of Veterans, Labor, Others

By J. A. OTTEN

WASHINGTON, Dec. 1.–A group of Washington executives announced formation of a new committee to carry on a national educational campaign against acceptance of subscription television.

The new committee is being called the American Citizens Television Committee, Inc., to be known as the "Act" committee for short. The committee is making plans to enlist the support of veterans groups, labor unions and other organizations and individuals.

Organizers of the committee were listed as Wilson McCarthy, Rosario

(*Continued on page* 5)

Summerville Honored As Canadian Pioneer

Special to THE DAILY

TORONTO, Dec. 1–W. A. (Billy) Summerville, Sr., former alderman, minstrel, member of Parliament and cornet player, was honored here last week as the Pioneer of the Year at the annual Motion Picture Pioneers dinner at the King Edward Sheraton Hotel. Jack Edward presented the citation.

Summerville started in show busi-

(*Continued on page* 2)

Paramount Subsidiary To Operate Esquire

Paramount Pictures has formed a subsidiary company, Chicago Esquire Corp., to take over operation of the Esquire Theatre in Chicago.

George Weltner, vice-president in charge of worldwide sales, has announced that Harry and Elmer Balaban will continue in charge of the theatre. A new parking lot about one block from the theatre is being constructed.

PERSONAL MENTION

THOMAS E. RODGERS, vice-president of Trans-Lux Theatres, will return to New York from Paris tomorrow aboard the "United States."

•

PRINCE LITTLER, head of Moss Empires, Ltd., British circuit, returned to London from New York on Saturday via B.O.A.C.

•

CAPT. IAN R. MAXWELL, Rank Organization producer, has arrived in New York from London.

•

HARRY FOSTER, British talent agent, returned to London from New York on Friday via B.O.A.C.

•

C. H. "BUDDY" SCOTT, Greater Union Theatres of Australia prize-winning showman, is in New York in the course of a round-the-world trip which he won as the prize in the circuit's business contest.

•

SAM SPIEGEL, producer, now in New York, will leave here on Wednesday for Boston.

Music Hall Slates

(Continued from page 1)

more out of life, but they insist it's a good idea to go out to a movie, even if you have to travel 109 miles each way—the timetable mileage to Hartford—and get back to the home town at 3:31 A.M. There are nine stops on the way between Hartford and Stamford.

These show train trips have been made during the fall, winter and spring for several years, but "Christmas Show Train" trips announced in 48-point type in all the stations along the line are being pushed with a flash of showmanship.

The station folders also announce "The Nativity show at the Radio City Music Hall, "Sayonara" and a gala Yuletide extravaganza, 'Making Merry'."

All the patron has to do is go to the nearest station. He can buy reduced rate railroad tickets and the reserved seat Music Hall tickets right there, also a ticket for a Brass Rail restaurant before-the-show dinner. On his way in from Connecticut he can hear music and loll in the refreshment car. If he's a commuter, he can use that ticket on the way home.

Battling that pre-Christmas defeatist complex seems to require some planning.

Thanksgiving

(Continued from page 1)

Thursday at the Victoria. "Joey," nearing its sixth week at the Capitol, continued its powerhouse pace there, grossing $7,350 for the day.

Paramount's Jerry Lewis starrer, "The Sad Sack," chalked up an "excellent" $8,500 at Loew's State Theatre, pointing to a $34,000 total for the four day period ending yesterday. Matinee trade, with youngsters predominating, was especially strong.

The Big Street's three hard-ticket houses—the Criterion, Rivoli and Warner—all reported sell-out business for three performances each of Paramount's "The Ten Commandments," Mike Todd's "Around the World in 80 Days" and the Cinerama production "Search for Paradise," respectively.

'April Love' Is Strong

20th Century-Fox's "April Love," did "outstanding" business in its opening Thanksgiving engagements surpassing the highly successful "Bernardine," the company reported at the weekend. Typical situations were said to be Minneapolis' State Theatre which grossed $2,721 on Thanksgiving Day; Birmingham's Alabama Theatre, which reported a $3,694 holiday; and Nashville's Paramount which did $3,279. Kansas City's Granada, Parkway and Uptown grossed $4,519.

To Hear Defense Today In Goldwyn Suit Trial

Special to THE DAILY

SAN FRANCISCO, Dec. 1. – The defense will start presenting its case here tomorrow in Samuel Goldwyn's Federal Court suit against National Theatres and affiliates.

The first witness expected to be called is Bert Pirosh who, as chief film buyer for N.T. previously testified as a subpoenaed "adverse witness" that he arranged plans with independent theatre owners to divide picture bookings.

Contradiction Charged

This testimony by Pirosh contradicted the deposition of Spyros Skouras, who said he would "fire anyone in my organization" who engineers such jobs. Goldwyn's attorney, Joseph L. Alioto, made capital on this phase of the months-old trial and challenged "corrections" in the Skouras deposition that were submitted after Pirosh's testimony because "it was merely a means of changing testimony to conform with the statement made under oath by Pirosh."

Court room fireworks are anticipated when Alioto cross examines Pirosh after defense attorney Arthur B. Dunne completes questioning.

Exhibitors Win in Fight To Change Richmond Tax

Special to THE DAILY

RICHMOND, Va., Dec. 1 – By a vote of seven to two, the Richmond City Council has removed the city amusement tax of five per cent on tickets to 91 cents, effective July 1, 1958.

The tax cut was a major victory for exhibitors here, who put a lot of careful planning and hard work into the handling of the problem. Two or more exhibitors made appointments and called on every one of the councilmen and city manager and showed them "in black and white" what is happening to their theatres.

MGM Records

(Continued from page 1)

pany to head the artists and recording division. Frank Cocchiaraley, present head of the manufacturing division, will continue as general manager of that branch.

Frank Walker, present head of both branches of the recording division, will in the future serve as a consultant for Loew's, Inc., of which he is a vice-president.

Comes from Epic Records

Maxin comes to MGM from Epic Records, where he has been an executive for three years, during which he has been credited with an 85 per cent increase in Epic sales volume and with the general resurgence of the label.

Previously, Maxin served seven years with RCA-Victor, which he joined after World War II. A Philadelphian and graduate of Temple University, he was a musician with the Tex Beneke and Elliot Lawrence Bands before entering the recording business.

Walker an Industry Veteran

Frank Walker has headed the MGM records division since its inception in 1947, and during his 40 years in the business, has also been head of both Columbia and RCA-Victor records. He is president of the Record Industry Association of America.

Stellings Names

(Continued from page 1)

Cooper of San Francisco, John Stembler of Atlanta and Dave Jones of Springfield, Ill.

The committee will develop plans to cooperate with advertising heads in the development of new personalities. It also will act as liaison between exhibition, production and the Academy in furthering worthwhile ideas adopted at the convention.

Balaban Sees Major Production Upturn

"The next five years will see a ver major upturn in motion picture pr duction, both for the home or whe ever the public will want to se them," Barney Balaban, president Paramount Pictures, predicted here the weekend in an interview on NB Radio's "Monitor."

Balaban said that he had seen great many changes in the motio picture industry since he began op erating one of the first nickelodeon almost 50 years ago. While admittin that there has been a slight busines depression in the last few years, Balaban said that the success of his com pany's "The Ten Commandments and other important films had prov en that "there is almost an unlimite market for something the public want to see, and the cost is not a deterrent.

Cites Entertainment Competition

"There are so many things that th public can do today, so many element competing for their time, that man of them do not find it convenient t go to the theatre. I do believe we hav to extend our audience by bringin the picture to the public whereve it will see it, and most particularly i the home."

Summerville Feted

(Continued from page 1)

ness as a cornet soloist with the 48th Highlanders Band. Later he was i black face with the William H. Wes Minstrels. At the beginning of th century he went on a United State tour. He saw his first movie in Sa Francisco.

In 1924 he opened the Prince o Wales Theatre here as a movie an vaudeville house, and followed thi two years later with the Eastwood.

Active in Politics

About that time, also, he entered politics and became an alderman, a post he held for six years. He was controller for two years. Later he was elected as a Conservative membe of Parliament, a post he held for six years.

A special pioneer award was presented to Kenneth M. Leach, of Calgary by vice-president R. W. Bolstad. Morris Stein was toastmaster at the dinner.

70 Houses Book 'Nelson'

United Artists' "Baby Face Nelson" has been set for a 70-theatre multiple showing in the New York metropolitan area on Dec. 11. Circuits participating include Loew's, Randforce, Century, Brandt, Skouras, RKO, Fabian, Liggett and Florin, Island, Prudential and Paramount Theatres.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

estaurant Owners Aid ı Promoting Film Slogan

Special to THE DAILY

RICHMOND, Dec. 1—The new inıstry slogan—"Get More Out of Life Go Out To A Movie"—has been ken up by the Virginia Restaurant ssociation and filled out with the ldition of three words.

The way the restaurateurs prefer is—"Get More Out of Life—Eat Out nd Go To A Movie." The restaurant en give full credit to the Virginia lotion Picture Theatre Association ıd remind their members that they ın tie in and get more business ırough putting their slogan on their ıenus, windows and back bars.

3yrne Named

(*Continued from page* 1)

ːrsey territory in 1928, and was ımed New Haven branch manager 1932, and Boston manager in 1938. e was named Midwest district manger in 1941 with headquarters in enver, and to a similar post in Deoit in 1943.

'ermanent Showings)f Telemeter Set Here

A permanent unit for demonstraons of the Telemeter closed-circuit ıy-as-you-see TV system is being set p in the Paramount Building here, was announced at the weekend by oward G. Minsky, Eastern sales ıanager of International Telemeter orp. It will be ready for use this eek.

Upon completion of installation, the elemeter unit will show every step in ıe communication of entertainment, om the transmitting station to the iewer's television set at home.

'ilm Friends to Honor 'red Bund at Luncheon

Fred Bund, chief of the Army and ir Force Motion Picture Service, will e honored at a luncheon Dec. 5 at ıe Sheraton Astor Hotel here. Represntatives of the leading distributors, ıboratories and accessory companies ill attend. He will retire Jan. 3.

Oscar Morgan is chairman of the ıncheon committee and George Mauır of Loew's is treasurer. Alex Harson, representing the general sales ıanagers, will present the plaque to und.

Mack 40th Anniversary

CHICAGO, Dec. 1.—Irving Mack, resident of Filmack Trailer Co., and Mrs. Mack were given a surprise party ıt the Georgian Hotel, Evanston, by nembers of the family on the occasion of their 40th wedding anniversary, Thanksgiving Day. Don Mack, head of Filmack's New York office, flew ıere with his family to join other relaives in honoring the couple.

Reagan Resigns MGM Post

(*Continued from page* 1)

then. Reagan denied the reports and assured inquiring trade newsmen that he planned to continue with the company without a contract indefinitely.

It was generally believed that the fight for control of Loew's being waged at the time by Joseph Tomlinson had something to do with Reagan's decision to remain at his post.

Member of Joint Industry Committee

Reagan was a distributor member of the joint industry committee on arbitration and conciliation. The committee is scheduled to resume its deliberations here next Monday. A replacement for Reagan will have to be named by distributors at a later date.

Indications are that Reagan's association with Loew's will terminate early in the New Year, at which time the resignations of Arthur Loew as head of Loew's International and C. C. Moskowitz, financial officer, also will become effective.

Born in 1903, Reagan was in the hotel business before entering the motion picture industry in 1920 as a salesman at Paramount's Cincinnati branch office. His rise within Paramount's executive framework was a rapid one: in 1922, he was appointed manager of the company's Indianapolis exchange, three years later becoming district manager of that territory in addition to Cincinnati and Louisville. In the years 1932-41, he was, successively, Chicago district manager, western division manager and assistant general sales manager for Paramount.

Was Paramount Vice-President

In April, 1944, Reagan reached the higher echelon of Paramount executives, being named a vice-president and director of Paramount Pictures, Inc. and Paramount Film Distributing Corp., and president and a director of Paramount Films Service Ltd. (Canada).

Reagan resigned from his posts with Paramount in February, 1949, joining MGM as a sales executive. He was appointed to his present post January 1, 1952.

Will Hays Brother Dies At His Indiana Home

Special to THE DAILY

SULLIVAN, Ind., Dec. 1.—Hinkle Hays, a lawyer and civic leader here and brother of the late Will H. Hays, died Thanksgiving Day of a heart attack. He was 67 years old. Up to three years ago he was senior partner in the law firm of Hays & Hays.

Hays was graduated from Wabash College in 1912 and studied law with his father, the late John T. Hays.

Albany IATSE Elects

ALBANY, N. Y., Dec. 1. — Local F43, IATSE, meeting here for the election of officers for the new year, reelected Charlotte Lansing of Warner Brothers as president.

New officers are: Richard Young of 20th Century-Fox, vice-president and business agent; Joyce Carlow of Universal Pictures, secretary, and Nancy De Sorento of Warner Brothers, treasurer.

Installation will take place at a dinner meeting in January.

Nathan Storch, 57

Nathan Storch, president of the Westchester County Theatrical Stage Employees Local 366 since 1930, died late last week of a heart attack in his Mount Vernon, N. Y. home. He was 57. Storch was also a member of the executive board of the Tenth District, IATSE.

WB Moves Today

Warner Bros. will become the first office tenants at 666 Fifth Avenue when the company opens its new headquarters today in the new 38-story building.

S.F., N.O. and Montreal U.A. Salesmen Win Cash

Three United Artists salesmen, Frank Harr of San Francisco, Maurice Artigues of New Orleans and Morris Hamat of Montreal, have won top cash prizes in the eighth lap of the company's "Prize Twelve" playdate contest, it was announced at the weekend by James R. Velde, general sales manager.

Second-Place Awards to Two

First-place prizes for bookers in the playdate and playoff competition go to Tom Szelenyi of San Francisco, Anne Dufaur of New Orleans and Ken Rosenberg of Montreal. Second-place salesmen awards have been won by Fred Mound of St. Louis and Bob Tarwater of Atlanta. Runners-up in the bookers' competition are Robert DeJarnette of Kansas City and Albert Hughes of Dallas.

Book 3 Rank Films

Rank Film Distributors of America, Inc., and the K & B Theatre Circuit have entered into a multiple picture booking agreement whereby the first-run Ontario Theatre in Washington, D.C., will start the exhibition of Rank's "Pursuit of the Graf Spee" on Dec. 20. To follow will be "Across the Bridge" and "The Bolshoi Ballet."

Special 'Enemy' Show

A special showing of 20th Century-Fox's "The Enemy Below" will be held this week in New London, Conn., for the technical staff of the Electric Boat Division of General Dynamics Corporation, builders of the atomic submarines, "Nautilus," "Sea Wolf" and "Skate."

. . . NEWS ROUNDUP

Virginia MPTA to Meet

Plans for the annual winter meeting of the Virginia Motion Picture Theatre Association, to be held in Richmond on Thursday at the Jefferson Hotel, are shaping up very well. Max Youngstein, vice-president of United Artists, is the latest to report that his company will be well represented. Another "business builder" session has also been added to the meeting agenda. Included will be open discussions on "shop and show," and "door to door selling," Norfolk's highly successful school ticket plan, and statewide participation in the new "Get more out of life . . . go out to a movie" slogan.

■

Hartford Theatre Reopening

The first metropolitan Hartford reopening in many months has occured with Roger Livingston, ex-Hartford Operating Co. executive, taking over the long-shuttered 485-seat Glastonbury Theatre, Glastonbury, Conn., on lease from Mrs. Frances Lampert. Livingston is charging 60 cents for adults and 35 cents for children at all times, with evening performances only weekdays, and continuous showings on Saturdays, Sundays and holidays.

■

'Legend of Lost' to Capitol

"Legend of the Lost," will be the next attraction at the Capitol Theatre. Filmed in Technirama and Technicolor in the Sahara Desert as a Batjac-Panama presentation, the picture is being distributed by United Artists.

■

Michigan House Bought

The Creek Theatre, at Swartz Creek, Mich., a suburb of Flint, has been taken over from Ed Chrenko by Art Sills, formerly of the Michigan Theatre, Flint. Chrenko will devote all his time to his sporting goods store which he recently opened next to the theatre.

■

'Yeller' Bows on Christmas

Walt Disney's "Old Yeller," has been set by Buena Vista to open on Christmas Day in 10 key situations throughout the nation.

Billy Bevan Dies

ESCONDIDO, Calif., Dec. 1 — Billy Bevan, oldtime film actor who began his screen career in 1912 as one of the Keystone Kops and played in the series until 1922, died last week at his home here. He was 70 years old. He retired in 1952.

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
NOVEMBER	**HUNCHBACK OF NOTRE DAME** (CS, color) Gina Lollobrigida, Anthony Quinn—104 min. (Rev. 11/1/57) **TALL STRANGER** (CS, color) Joel McCrea, Virginia Mayo	**DECISION AT SUNDOWN** (color) Randolph Scott—77 min. (Rev. 11/7/57) **ESCAPE FROM SAN QUENTIN** Johnny Desmond, Mary Anders — 81 min. (Rev. 11/4/57) **OPERATION MADBALL** Jack Lemmon, Ernie Kovaks — 105 min. (Rev. 9/3/57) **TORERO**—Luis Procuna—75 min.	**LES GIRLS** (CS, color) Gene Kelly, Mitzi Gaynor — 114 min. (Rev. 10/2/57) **JAILHOUSE ROCK** (CS) Elvis Presley, Judy Tyler — 96 min. (Rev. 10/21/57)	**THE TIN STAR** (VV) Anthony Perkins, Henry Fonda—93 min. (Rev. 10/15/57) **ZERO HOUR** Dana Andrews, Sterling Hayden — 81 min. (Rev. 10/23/57)	**STOPOVER TOKYO** (CS, color) Robert Wagner, Jean Collins — 100 min. (Rev. 10/28/57) **APRIL LOVE** (CS, color) Pat Boone, Shirley Jones — 97 min. (Rev. 11/15/57) **UNDER FIRE** Rex Reason, Henry Morgan — 78 min. (Rev. 9/25/57) **RIDE A VIOLENT MILE** John Agar, Penny Edwards	**BABY FACE NELSON** Mickey Rooney, Carolyn Jones — 85 min. (Rev. 11/7/57)	**SLAUGHTER ON TENTH AVENUE** Richard Egan; Jan Sterling — 103 min. (Rev. 9/19/57) **SLIM CARTER** (color) Jock Mahoney, Tim Hovey—82 min. (Rev. 9/27/57) **DOCTOR AT LARGE** (VV, color) Dirk Bogarde — 98 min. (Rev. 6/10/57) **ESCAPADE IN JAPAN** (RKO, Technirama, color) Cameron Mitchell, Teresa Wright — 92 min. (Rev. 9/19/57)	**STORY OF MANKIND** (color) All-star cast — 100 min. (Rev. 10/23/57) **WOMAN IN A DRESSING GOWN** Yvonne Mitchell, Anthony Quayle — 90 min. (Rev. 10/12/57) **BOMBERS B-52** (CS, color) Natalie Wood, Karl Malden — 106 min. (Rev. 11/7/57)	**I WAS A TEENAGE FRANKENSTEIN** (AIP) Whit Bissell, Phyllis Coates **BLOOD OF DRACULA** (AIP) Sandra Harrison, Louise Lewis **PERRI** (BV) (color) true-life fantasy—75 min. (Rev. 8/20/57) **RODAN, THE FLYING MONSTER** (DCA) (color) science fiction **PANIC IN THE PARLOR** (DCA) Peggy Mount, Shirley Eaton **THE FLESH IS WEAK and BLONDES IN BONDAGE** (DCA) exploitation package. **AS LONG AS THEY'RE HAPPY** (Rank F.D.A.) (color) Jack Buchanan, Jean Carson—76 min. (Rev. 8/26/57) **PURSUIT OF THE GRAF SPEE** (Rank F.D.A.) (VV, color) John Gregson, Anthony Quayle—106 min. (Rev. 10/21/57) **RAIDERS OF OLD CALIFORNIA** (Rep.) Jim Davis, Arleen Whelan **THE CROOKED CIRCLE** (Rep.) (N) John Smith, Fay Spain **THUNDER OVER TANGIER** (Rep.) Robert Hutton, Lisa Gastoni
DECEMBER	**UP IN SMOKE** Huntz Hall, Stanley Clements **SABU AND THE MAGIC RING** (color) Sabu, William Marshall **OREGON PASSAGE** (CS, color) John Ericson, Lola Albright	**THE LONG HAUL** Victor Mature, Diana Dors — 88 min. (Rev. 11/25/57) **THE HARD MAN** (CS, color) Guy Madison, Valerie French —79 min. (Rev. 11/29/57) **PAL JOEY** (color) Rita Hayworth, Frank Sinatra — 111 min. (Rev. 9/9/57)	**DON'T GO NEAR THE WATER** (CS, color) Glenn Ford, Anne Francis—107 min. (Rev. 11/12/57)	**SAD SACK** (VV) Jerry Lewis, Phyllis Kirk—98 min. (Rev. 10/21/57)	**A FAREWELL TO ARMS** (CS, color) Rock Hudson, Jennifer Jones **PEYTON PLACE** (CS, color) Lana Turner, Lloyd Nolan **KISS THEM FOR ME** (CS, color) Cary Grant, Jayne Mansfield—103 min. (Rev. 11/7/57) **PLUNDER ROAD** Gene Raymond, Wayne Morris	**LEGEND OF THE LOST** (Technirama, color) John Wayne, Sophia Loren **THE DALTON GIRL** Merry Anders, John Russell **MAN ON THE PROWL** Mala Powers, James Best	**MY MAN GODFREY** (color) June Allyson, David Niven — 92 min. (Rev. 9/4/57) **THE VIOLATORS** (RKO) Arthur O'Connell, Nancy Malone—76 min. (Rev. 11/29/57) **LOVE SLAVES OF THE AMAZON** Don Taylor, Gianna Segale—81 min. (Rev. 11/25/57) **THE MONOLITH MONSTERS** Grant Williams, Lola Albright	**SAYONARA** (CS, color) Marlon Brando, Red Buttons — 147 min. (Rev. 11/13/57) **JAMBOREE** Bob Pastene, Kay Medford —86 min. (Rev. 11/25/57) **THE GREEN EYED BLONDE** Susan Oliver	**THE VIKING WOMAN** (AIP) Abby Dalton, Susan Cabot **THE ASTOUNDING SHE MONSTER** (AIP) Robert Clarke, Kenne Duncan **OLD YELLER** (BV) (color) Dorothy McGuire, Fess Parker **THREE MEN IN A BOAT** (DCA) (CS, color) Laurence Harvey, Jimmy Edwards **TEENAGE BAD GIRL and TEENAGE WOLF PACK** (DCA) combination. **TIME LOCK** (DCA) Robert Beatty, Lee Patterson **GUNFIGHT AT INDIAN GAP** (Rep.) (N) Vera Ralston, George Macready **HELL SHIP MUTINY** (Rep.) Jon Hall, John Carradine **FIGHTING WILDCATS** (Rep.) Keefe Brasselle, Kay Callard
JANUARY	**BLONDE BLACKMAILER** Richard Arlen, Susan Shaw **RAWHIDE BREED** Rex Reason, Nancy Gates **THE MAN FROM GOD'S COUNTRY** (CS, color) George Montgomery, Randy Stuart	**RETURN TO WARBOW** (color) Phil Carey, Catherine McLeod **THE WORLD WAS HIS JURY** Edmund O'Brien, Mona Freeman	**SEVEN HILLS OF ROME** (Technirama, color) Mario Lanza **ALL AT SEA** Alec Guinness	**SPANISH AFFAIR** (color) Richard Kiley, Carmen Sevilla **HIGH HELL** John Derek, Elaine Stewart	**SING, BOY, SING** (CS) Tommy Sands, Lilli Gentle **DIAMOND SAFARI** Kevin McCarthy, Betty McDonald **THE ENEMY BELOW** (CS, color) Robert Mitchum, Curt Jurgen — 98 min. (Rev. 11/25/57) **ESCAPE FROM RED ROCK** Brian Donlevy, J. C. Flippen	**THE QUIET AMERICAN** Audie Murphy, Michael Redgrave **GUN FEVER** Mark Stevens, John Lupton **TIGER BY THE TAIL** Larry Parks, Constance Smith	**THE TARNISHED ANGELS** (CS) Rock Hudson, Dorothy Malone—91 min. (Rev. 11/15/57) **ALL MINE TO GIVE** (RKO) (color) Glynis Johns, Cameron Mitchell—102 min. (Rev. 10/30/57) **MAN IN THE SHADOW** (CS) Jeff Chandler, Orson Welles **THIS IS RUSSIA** documentary	**THE DEEP SIX** (color) Alan Ladd	**JET ATTACK** (AIP) John Agar, Audrey Totter **HELL RAIDERS** (AIP) Michael Connors, John Ashley **SCOTLAND YARD DRAGNET** (Rep.) Roland Culver, Patricia Roc

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

Television Today

Iits Guest Star Ratings

By SAMUEL D. BERNS

HOLLYWOOD, Dec. 1 – "Guest ar ratings have become too much of 'sacred cow,' and the policy of ring guests on the assumption that ey personally are going to boost a ow's ratings is no longer the rule," cording to Bud Yorkin, producer-rector of the Ford Show, starring ennessee Ernie Ford over NBC-TV.

On the Ford Show, Yorkin said, uests are selected "for what they ill do to fit into the show and make better entertainment."

"Nowadays people tune in to see e show, not the guest star," the oducer-director said. "Of course ere are a few exceptions to this, ıt mainly what we look for are uest stars who 'fit in', who 'come well' with Ernie Ford. We also ok for a logical premise for the alogue between Ford and the guest ther than work on the established ches of personality-identification ch as the association of Karloff-and-rror, to use an extreme example."

Prefers a Live Show

Turning to another phase of TV oduction, Yorkin asserted that it is most imperative that a musical vaty show such as the Ford Show done live rather than filmed.

"The big factor," he asserted, "is e extremely high casualty list on pular songs. In the six or seven eeks it takes to get TV films on the , the song may well be dead and rgotten. Or it may have been overayed. Maybe by the time you want air it, too many other network ows have used it in the past week."

"When this happens on a live show u can drop the number and do mething else. But if it's filmed, u're sunk. That is, of course unless u use original music in the show."

PA Has Net Profit of 894,637 in Fiscal Year

Television Programs of America ., television film producers and tributors, reported a profit of $894,-7, after taxes, for the fiscal year end- July 31, 1957, Milton A. Gordon, esident of the company announced the weekend.

As of July 31, 1957, assets totalled 2,623,082. Current assets on the ne date amounted to $11,006,384 d current liabilities $5,418,448. orking capital at the end of the fis- year was $5,588,384.

The figures are from an audit by ıskins & Sells, certified public acuntants. TPA is privately owned.

CONCLUDING the purchase of controlling interest in KMGM-TV, Minneapolis, are (l. to r.) Thomas J. Johnson, board chairman of United Television, Inc., representing the sellers; Ely A. Landau, NTA chairman of the board and chief executive officer, and Don Swartz, newly-appointed general manager of KMGM-TV. The KMGM-TV acquisition marks NTA's entry into the television ownership field.

Swartz to Head NTA Station

(*Continued from page 1*)

Telefilm Associates, Inc. NTA has just concluded its purchase of the controlling interest in the stations through the acquisition of 75 per cent of the stock in United Television, Inc.

Swartz is also expected to assume the post of president of United Television. He became associated with NTA in 1953 when he obtained a franchise to represent the organization in eight Midwestern states. He later became upper midwest representative for NTA properties and continued in that capacity until he assumed his present post.

Prior to joining NTA, Swartz had been associated with Warner Bros., North Central Allied Theatre Owners and his own Independent Film Corporation. In assuming the managership of KMGM-TV, Swartz said that the station will pursue an aggressive policy to improve the station's status in local and community affairs. The station's broadcast day will be expanded by an additional 16 hours of service each week.

The KMGM-TV purchase, just recently approved by the Federal Communications Commission, marks the entry of NTA into the station ownership field. Last month, the company purchased WATV, WAAT-AM and WAAT-FM in the Newark, New York City metropolitan area. That purchase is still awaiting FCC approval.

Toll-TV Hearings Ended By Council in S. F.

Special to THE DAILY

SAN FRANCISCO, Dec. 1.–Four months of hearings by the board of supervisors finance committee on the granting of a license for subscription television have left observers here with the impression that Paramount's International Telemeter has an inside track, if and when a franchise is granted.

Chairman Harold S. Dobbs said he intended to take plenty of time to study the applications. Dobbs indicated that he considered the Telemeter financial statement satisfactory, but told the Skiatron representative to be prepared to furnish additional information if called upon to do so.

Controller Harry Ross said Skiatron's financial statement had reached him only a few hours before the hearing.

D. C. Firm Won't Push Toll-TV Franchise Bid

From THE DAILY Bureau

WASHINGTON, Dec. 1. – A local broadcasting firm which had requested wiretoll TV franchises in this area is not pushing its request, an official of the company admitted.

He said that recent polls on subscription television had shown people were overwhelmingly opposed to it, and that the reports from the Bartlesville, Okla., tests were "not so good." For these reasons, he declared, the company is just letting its application sit and not following it up at present.

The company is the WOL Broadcasting Co., which applied for permission to stage wired toll TV service in Washington and in nearby Virginia and Maryland.

Local theatre owner groups have indicated they plan to fight the applications if they come up for action.

Unit Formed

(*Continued from page 1*)

Scibilia, Venlo Wolfsohn, Warren Adler, and Harvey Rosenberg.

Most of the men involved in organizing the new committee are or were active in veterans organizations. McCarthy is public relations director of the Veterans of Foreign Wars. Scibilia is executive director of the Catholic War Veterans. Adler is public relations director of the Jewish War Veterans, while Wolfsohn was formerly public relations director of Amvets. Rosenberg is in private practice here.

Wants 'No Trespassing Sign'

Adler said the group was alarmed over the inroads being made by toll TV proponents, and wanted to mobilize public opinion to preserve the present free television system. He declared the committee believes subscription television could become "the biggest giveaway in the history of the United States," and that it is "time for the American people to put a 'No Trespassing' sign on their property—in this case, the air waves."

The committee has been incorporated in the District of Columbia as a non-profit, educational organization. It will urge all individuals, businesses, groups, organizations and associations to take an active role in supporting the views and activities of the committee.

Obviously an important part of the committee's work will be to try and mobilize public opinion so that Congress and the Federal Communications Commission get a heavy dose of anti-toll-TV mail and calls.

Sees Americans 'Asleep'

"The American people, who have invested 83 per cent of all the money that has gone into TV and are still investing it, have been asleep at the switch, while pay-TV promoters, dazzled by the lure of enormous profits, have carefully set the stage for usurping the free air over America," Adler declared. "The people do not deserve to lose this battle by default. Our group will seek to educate them and give them a national voice on the subject. Up to now, with the exception of a few brave voices in Congress, the people have not been heard from at all."

"The committee hopes to organize local chapters in communities throughout the country."

RKO Teleradio Appts.

Thomas F. O'Neil, chairman of the board of RKO Teleradio Pictures, Inc., announced at the weekend that in line with the increased importance to the organization of financial management and long-range planning, the board of directors is assigning the following positions to these members of the organization: George Ruppel, treasurer; Oscar Nittel, comptroller; Charles Drayton, comptroller; Philip Wissman, assistant comptroller, and Herbert Mayes, assistant comptroller.

REVIEWS

Man in the Shadow

U-I—CinemaScope

Hollywood, Dec. 1

Jeff Chandler, Orson Welles and Colleen Miller are the marquee names provided exhibitors for exploiting a contemporary Western that contains much of special interest to a firm devotee of frontier fiction. The period of the picture is the present, the principal setting is a king-size ranch on the American side of the Mexican border, and there isn't a horse in the entire 80 minutes of it—just automobiles. This point of difference from Western production practice could turn out to be the strongest element in the attraction's appeal for interest.

The script by Gene L. Coon presents Chandler as the honest sheriff of a town called Spurline in a county which contains a vast ranch owned by Welles and operated by him in the iron-fisted fashion of the old days. The picture opens on the slugging and killing of a Mexican ranch hand by two of Welles' overseers and continues through the eye-witness report of the killing to the sheriff, by another ranch hand, to the sheriff's decision to find out the facts in the matter regardless of cost.

The cost proves to be tremendous, as Welles' men try by a long succession of devices of discouragement, including a second murder, to influence the sheriff to accede to the arguments, advanced by local business men who are under Welles' economic domination, against pursuing his investigation. He does not do so, of course, and Welles is finally exposed and jailed. Meanwhile, the sheriff and Welles' daughter have reached a romantic understanding. Production is by Albert Zugsmith and direction is by Jack Arnold.

Running time, 80 minutes. General classification. Release, in January.

William R. Weaver

Rodan

Dist. Corp. of America

Hartford, Conn., Dec. 1

The King Bros., whose ability to select attractions topically geared for the boxoffice on these shores and overseas needs no repeating, are responsible for importation of this Toho Production, filmed in the Far East with the print by Technicolor and released in the U. S. by Distributors Corporation of America. The running time alone—70 minutes—reflects proper attention to the ever-important matter of trimming down even the most appealing science-fiction-horror undertaking to adequate size and proportion.

Ionshiro Honda has directed, from a Takeshi Kimura-Takeo Murata screenplay, this admittedly far-fetched but very much in keeping with past efforts, treatment of a huge, grotesque pterodactyl, who hatches out of an egg cached in a Kyushu Island mine. It then proceeds to wreak havoc and no little consternation in the land of the Rising Sun before inevitably meeting his comeuppance through sheer force of natural effects. Before the windup, said bird, flying at supersonic speed, destroys buildings with the alacrity of a brisk wind hitting matchsticks.

The Japanese cast has little to do beyond assumption of shocked and disbelieving looks. The bird—and the special effects department has done right handsomely here—measures up admirably to other screen concoctions; the market for which the film is obviously geared will readily accept situations as they occur.

Tomoyuki Tanaka functioned as associate producer. The screenplay is based on an original story by Takashi Kuronuma, and special photographic effects are credited to Eiji Tsuburaya. Running time, 70 minutes. General classification. Release, in November.

A. M. W.

Myers Sees TOA, Allied Closer

(*Continued from page 1*)

exhibitor organizations should merge. This was made in his keynote speech at Miami Beach.

In the bulletin to Allied members, he writes: "TOA charted its own course and did not merely follow in Allied's wake. It acted as it did in recognition of the fact that the problems confronting exhibitors are so acute that no exhibitor organization having a proper regard for its members can afford to ignore them."

The softening of the "fiercely competitive" attitude between the organizations is "noteworthy," he writes and is a "gradual evolution stemming from Allied's action in 1954 in proposing a joint committee of the several exhibitor associations to combat the menace of subscription television."

Points to Committee Work

Myers points out that the two organizations have had committees working on the establishment of an arbitration system; that they will have committees seeking accelerated depreciation write-offs for theatres and clearance for theatres over television, and states there is every reason to believe they will function "harmoniously and effectively."

This proves diverse clements in exhibition can work together in matters of common concern, he declares, and both the film companies and public officials "cannot fail to appreciate the significance of this demonstration."

Wants Clearance over TV

Myers states that it is imperative that theatres be granted clearance over television. The four-year time lag which exhibitors thought had been established is not being observed.

"Television is daily becoming bolder and more aggressive in its competitive warfare against the theatres," he states. "The broadcasters are using every artifice to convince the public that they are supplying current motion pictures; that they are in fact 'home theatres'. In Baltimore a station regularly advertises itself as 'the motion picture theatre of the air.' From New England comes word that two United Artists pictures which played the A houses in 1954 and finished playing the drive-ins only last summer are now appearing on television.

Cites Cincinnati Case

"The most flagrant example is a 24-sheet appearing on billboards throughout the Cincinnati area, reading as follows: Exclusive! '52 to '57 Movies, Home Theatre Channel 12, United Artists, 20th Century-Fox, Warner Bros.

"In a corner of the poster is a large picture of Gary Cooper with this legend: Coming 'Return to Paradise', starring Gary Cooper."

The Allied and TOA joint committee will go to work on this situation, Myers predicts. As one strategic move he urges local exhibitors to contact Better Business Bureaus.

"Clearance is one thing, the right to tell the public is another. We must acquaint the public with the fact in our advertisements," he asserts.

Clearance, Availability Clarified by Myers

From THE DAILY Bureau

WASHINGTON, Dec. 1.—Clearance and availability of prints are entirely different problems that should be studied by the Department of Justice in enforcing the anti-trust decree dictum that clearances should be "reasonable," Abram F. Myers informs Allied States members in his latest bulletin.

And competitive bidding is a form of fixing admission prices in violation of the decrees, he states, because exhibitors are required to state what prices they are planning to charge.

Myers quotes from a letter sent to an unnamed exhibitor by the Department of Justice in which it is stated there will be no change of policy under the new attorney general, William P. Rogers.

"The reasonableness of the clearance has no bearing on when a subsequent-run theatre may play a picture," Myers wrote. "A technical distinction has been drawn between clearance and availability, and it is held that even though the clearance over a subsequent-run exhibitor may be fixed by the court or arbitration tribunal, the distributors are under no obligation to supply him a print at the close of such clearance period."

After criticizing the administration of the anti-trust decrees, Myers wrote there is no reason to assume that the new attorney general has taken part in it, but he points out that Rogers is a former partner in the law firm of Dwight, Royall, Harris, Koegel and Caskey and that Otto Koegel's biography recites that he is "counsel to several corporations associated with motion pictures."

National Pre-Selling

THE public's continuing in
in Italian motion picture st
reflected by "Life" in its Nove
25 issue. The front cover is a
rait of Elsa Martinelli and the
porting story features her caree

•

The December issue of "McC
turns again to the motion p
industry for material for its Chri
feature. Eight color pages are de
to the fable of Cedric, the hard-
ing mouse, and his two sons
Tock and Tiny Tick. The sour
course is Walt Disney.

•

" 'Operation Mad Ball' is o
the wackiest, screwiest comedi
come out of Hollywood in a
long time," says Florence Some
the December issue of "Redb
This new Columbia film has
selected as "Redbook's" picture o
month for December.

•

A Kapralik color cover on "I
Go Near the Water," now playi
Radio City Music Hall, will ap
on the front cover of "Pictorial
view's December 15 issue.

•

"Escapade in Japan," that ch
ing and humorous motion pi
about a couple of young boys
dering through Japan, is given
upbeat review in the Decembe
sue of "Seventeen."

•

Montgomery Clift, in costume
his starring part in "The Y
Lions," will appear on the front
er of "Parade's" December 1 i
Lloyd Shearer has written a profil
Clift for the same issue. In the ar
he quotes Edward Dmytryk who
rects Monty in both "Raintree C
ty" and "The Young Lions." He
"Without a doubt Monty Clift is
greatest actor in the world today

WALTER H

'Commandments' Has Benefit Bow in Lond

Special to THE DAILY

LONDON, Nov. 29 (By Air M
—Cecil B. DeMille's "The Ten C
mandments" was premiered here
night in a benefit performance for
British Red Cross at Paramou
Plaza cinema. A crowded audie
which included the Duchess of Gl
cester, greeted the Biblical spect
with great acclamation.

While the national press was
tremely mixed in its reactions,
Daily Mirror and News, which en
this country's largest circulati
praised the film and counseled re
ers to see it as soon as possible.

An around the block queue at
Plaza today waiting to book se
indicates that the picture will be
big financial success here.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 82, NO. 106 NEW YORK, U.S.A., TUESDAY, DECEMBER 3, 1957 TEN CENTS

trons 'Go Out'

usiness Big ver Holiday eekend Here

ater,' 'Joey,' 'Madball,' ck' All Set Fast Pace

By WARREN HARRIS

uring the past Thanksgiving
kend, it seems that those in the
lay spirit really took the new in-
ry slogan to heart and got more
of life by going "out" to the
ies. After what was a record
ıksgiving in some quarters, holi-
movie-goers literally "went to
ı" over the weekend and boosted
dway boxoffices to their biggest
s in many weeks.
dio City Music Hall, the amuse-

(Continued on page 2)

ittsburgh Business ecovers from Strike

Special to THE DAILY

ITTSBURGH, Dec. 2 — Business
ıe downtown film houses is aver-
g better than normal these days
ite the trolley and bus strike
h is now in its seventh week.
t first, the strike caused new lows
ractically all of the theatres, but
ens are now accepting the strike

(Continued on page 6)

nley-Warner Hearing ted for Dec. 12

From THE DAILY Bureau

VASHINGTON, Dec. 2 — A
ing on the Stanley-Warner bids
perate either the Jefferson or Al-
Theatres in Punxsutawney, Pa.,
to renew the lease of the Capitol

(Continued on page 6)

Television Today Page 6

Mexico City Admission Ceiling Delays Films

Special to THE DAILY

MEXICO CITY, Dec. 2—"The Ten Commandments," "The Tree of Life" and "War and Peace" will not be exhibited here so long as the 32-cent ceiling on admissions is maintained. The general opinion is that showings at this price would not turn in a profit.

The 32-cent ceiling has been in effect for five years. It is expected to stay so long as the present city administration continues in power, which will be until Nov. 30, 1958. The new government which started a six-year term December 1 could bring about a change, in the opinion of some.

G. Ralph Branton Dies; Was Allied Artists V-P

From THE DAILY Bureau

HOLLYWOOD, Dec. 2—G. Ralph Branton, 61, vice-president of Allied Artists, died this afternoon at Cedars of Lebanon Hospital following a heart attack suffered yesterday in Palm Springs, where he had gone to visit AA president Steve Broidy. Long

(Continued on page 6)

Date Set for Suit Testing Utah TV Law

Special to THE DAILY

SALT LAKE CITY, Dec. 2.—A suit testing the legality of Utah's act which would allow the use of county funds for sending television signals to areas not now receiving them has

(Continued on page 6)

Next Monday at Sheraton-Astor

Call Exhibitor Meet On Fighting Pay-TV

Harling, Rembusch to Lead Discussion On Strategy to Acquire Congress Ban

By JAMES M. JERAULD

What to do about toll television will be discussed next Monday night at a dinner meeting here called by Philip Harling and Trueman Rembusch, co-chairmen of the Joint Committee on Toll-TV, which has been leading the exhibitor opposition. The meeting will be at the Sheraton-Astor Hotel.

Opinions and suggestions for action will be sought from all exhibitor organizations in the United States on the strategy and procedures to be followed to get Congress to ban toll-TV.

At the Theatre Owners of America Miami Beach convention last month this was a hot topic which led to the adoption of a resolution opposing all forms of toll-TV, both wired and aired. The action came as a surprise to some, because some exhibitor members own radio and TV stations. Also, representatives of International Telemeter and Jerrold Electronics, which supplied the equipment for the Bartlesville, Okla.,

(Continued on page 6)

UA Meets on Spaced Policy

Plans for the spaced releasing of the full 1958 schedule of United Artists will be discussed by the sales forces in two conventions this month. The first will be in San Francisco, Dec. 8-10, and the second at Miami Beach, Dec. 12-14.

William J. Heineman, vice-president in charge of distribution, and James R. Velde, general sales manager, will preside at each. Max E. Youngstein, vice-president, will attend both gatherings.

The spaced releasing program is the one announced by Arthur B. Krim, president, last month. It involves an investment of nearly $50,000,000. The product will be distributed evenly during the four quarters of the year. This is said to be the first time in the

(Continued on page 6)

RKO Syracuse Tries 3-D Again; Reception Described as Terrific

Exhibitors who still have their old 3-D equipment gathering dust in a basement storeroom might do well to get it back into working order if the success of last weekend's 3-D horror show at RKO Keith's Theatre in Syracuse, N. Y. is any indication of the great appeal that form of presentation still holds.

According to Matthew Polon, head of the film department of RKO's Theatres, Universal's 1954 3-D release, "The Creature from the Black Lagoon" met with a terrific reception from an audience composed mainly of young people who 3 or 4 years ago were not old enough to really appreciate the novelty of the third dimension technique.

Polon said that it was not an easy job getting the special show rolling. Equipment which had not been used in the last few years had to be over-

(Continued on page 2)

House Unit May Discuss Admissions Tax in '58

From THE DAILY Bureau

WASHINGTON, Dec. 2.—A House Ways and Means Subcommittee next year may consider legislation dealing with excise tax rates, including proposals to eliminate or reduce further the Federal admissions tax on film theatres, according to Chairman Aine J. Forand (D., R.I.).

The Forand Subcommittee last ses-

(Continued on page 6)

'Men,' 'World,' 'Secrets' Edison-Award Winners

United Artists' "Twelve Angry Men," Michael Todd's "Around the World in 80 Days," and Walt Disney's "Secrets of Life" all received mass media awards for 1957 from the Thomas Alva Edison Foundation, presented at the group's third annual

(Continued on page 2)

PERSONAL MENTION

CHARLES EINFELD, 20th Century-Fox vice-president, will return to New York today from Hollywood.

•

George Weltner, Paramount Pictures vice-president in charge of worldwide sales, and **Hugh Owen**, vice-president of Paramount Film Distrbuting Corp., returned to New York yesterday from Boston.

•

Jerry Pickman, Paramount advertising-publicity vice-president, has arrived in Paris from Rome.

•

Joseph Steiner, president of Broadcast Pictures and the International Show, has entered St. Vincent's Hospital here for a check-up.

•

Clay V. Hake, overseas sales manager for "The Ten Commandments," will leave here today by plane for a tour of South and Central America on behalf of the DeMille production.

•

Jack Hawkins, star of "The Bridge on the River Kwai," will arrive in New York from London today aboard the "Queen Elizabeth."

•

Mrs. Buddy Young gave birth to a son on Sunday at Mt. Sinai Hospital here. Father is a member of the United Artists radio-TV publicity staff.

•

Herb Steinberg, Paramount national exploitation manager, is in Chicago from New York.

DeMille Will Receive Salvation Army Award

Cecil B. DeMille has been selected by the Salvation Army Association of New York to receive its annual citation at the Association's annual meeting Tuesday, Dec. 17, in the Grand Ballroom of the Waldorf-Astoria Hotel here. A luncheon will be held in conjunction with the meeting.

The award will be presented to the producer of "The Ten Commandments" by Walter Hoving, Association president. Each year the citation is given to an individual who has "set a living example in his personal and public life of adherence to religious and ethical principles."

New Loew's Sales Manager With Company 32 Years

John P. Byrne

John P. Byrne, who has been named the new general sales manager of Loew's, Inc. succeeding Charles M. Reagan, has been associated with the company for 32 years, having joined it as a salesman assigned to the Denver office in 1925. For the last year he has been Loew's assistant general sales manager, having served as head of the Eastern sales division for 11 years previous to that.

Edison Awards

(Continued from page 1)

dinner at the Waldorf Astoria last night. Other awards were made to television and radio programs and to two stations which "best served youth in 1957."

The Foundation designated "Twelve Angry Men" as the "film best serving the national interest"; "Around the World in 80 Days" as the "best children's film" and "Secrets of Life" as the "best science film for youth."

In television awards went to Wide Wide World (NBC) as "the program best illuminating the current scene"; Father Knows Best (NBC) as "the best portraying the American heritage"; and three programs in the Bell Telephone Science Series as "the best science television program for youth."

Named as the TV station which "best served youth in 1957" was KING-TV of Seattle, Washington. Station KVOO of Tulsa was named the radio station in the same category. Each station received a scroll and won for a high school senior in its community an Edison scholarship of $1,000.

The banquet last night was attended by 500 guests. The major speaker was John C. Doerfer, chairman of the Federal Communications Commission.

To Show New Recorder

The premiere showing of the 1958 Kinevox-Hallen Model 616 Portable Recorder-Reproducer will be held all day tomorrow at the S.O.S. Cinema Supply Corp. showrooms here. Harold Leroy Powell, pioneer in magnetic recording, who developed the machine, will personally conduct the demonstrations.

Business Big

(Continued from page 1)

ment mecca of out of town visitors as well as many New Yorkers, recorded one of its biggest Thanksgiving holiday weekends with M-G-M's "Don't Go Near the Water" and the traditional stage show. For the four-day period ending Sunday, the Hall grossed $119,138, considered "very big" by the management.

Columbia Pictures' "Pal Joey" and "Operation Mad Ball" maintained their boxoffice draw at the Capitol and Victoria, respectively. "Joey" racked up $28,500 for Friday, Saturday and Sunday. For the same period, "Mad Ball" kept plenty of Victoria seats warm, grossing $13,200.

SRO at Loew's State

The ropes were up, too, at Loew's State, where Jerry Lewis continued to demonstrate his popularity, especially with the younger fans, in Paramount's "The Sad Sack," which grossed a tidy $37,000 for the five-day period ending Sunday. That figure was considered "amazing" at Paramount, especially in light of the fact that Lewis could be seen on home TV screens Saturday night and most of Sunday in his muscular dystrophy telethon.

The three Broadway houses operating on "hard-ticket" policies—the Rivoli, Warner and Criterion—again reported capacity business, with the latter, showing Cecil B. DeMille's "The Ten Commandments," grossing $33,100 for 11 shows during the four-day period ending Sunday.

Allied Artists' "The Hunchback of Notre Dame" also scored several boxoffice victories during the four-day holiday weekend. It brought in $24,000 at the United Artists, Chicago; $21,000 at the RKO Albee, Brooklyn, and $17,000 at the Paramount in Denver.

RKO Syracuse

(Continued from page 1)

hauled and resynchronized, and over 3,000 pairs of 3-D glasses had to be ordered. Another big problem was getting the 3-D print, since the majority of those once in circuation have long since been dismantled for "flat" screenings.

But the effort was well worth it, Polon said. Thanks to what amounted to practically a new print and to the newly overhauled equipment, "The Creature" was in "A-1 sync" throughout its screening.

Are there any more 3-D shows in RKO Theatres' future? That will have to depend mainly on the availability of prints, Polon said, adding that company executives were "very satisfied" with results so far.

Variety Club Holds Annual Election Today

Tent 35, Variety Club of New Yor will hold its annual membership an election meeting today at Toots Shor Restaurant at 12:30 P.M.

Representatives of the London V riety Club and travel agents will on hand to discuss plans for the inte national convention in London ne April. Also present today will be a tress Jackie Loughery.

'Blacklisting' Case Given Postponement

From THE DAILY Bureau

WASHINGTON, Dec. 2. – T 'blacklisting' case against the film st dios brought by 23 actors, writers an others, scheduled to be argued befo the Supreme Court during the we of Dec. 9, has been removed from t Supreme Court calendar for th week, and now probably cannot heard before January.

The 23 claim they are on a Holl wood 'blacklist' because of Red i vestigations by the House UnAme ican Activities Committee, but ha lost their case in all of the low courts.

Lancaster Ticket Tax Halved: 10% to 5%

Special to THE DAILY

LANCASTER, Pa., Dec. 2.—T amusement tax of this city, now per cent, will be reduced to five p cent, effective Jan. 6, 1958.

The halving of the municipal le culminates a campaign by the cit independent exhibitors in cooperati with Ray O'Connell, manager of t Stanley Warner Capitol Theatre, a Bert Leighton, of the S-W Grand, u der the overall direction of A. Vanni, district manager of the circu

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"DON'T GO NEAR THE WATER"
starring GLENN FORD
GIA SCALA • ANNE FRANCIS • EVA GABOR
An M-G-M Picture in CINEMASCOPE and METROCOLOR
and SPECTACULAR STAGE PRESENTATION

Get Your Special XMA
Trailers On GREEN FIL
From Good Old Dependabl
FILMACK
You Can Always Count On U
For Top Quality and Fast Servic
CHICAGO NEW YO

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fan Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

olumbia Names Heidt (wai' Press Director

Joseph Heidt has been named press ector for special engagements of he Bridge on the River Kwai," it was announced yesterday by Paul N. Lazarus, Jr., Columbia Pictures' vice-president in charge of advertising and pubicity.

Joseph Heidt

Formerly publicity and advertising director for the New York Theatre Guild, Heidt has hand- l more than 150 Broadway shows d has been on special assignments Columbia for the last three years.

astern Management ow Separate Company

Sheldon Smerling, vice-president d general manager of Eastern Man- ement Corp., which operates a large ain of outdoor theatres in New sey, announced yesterday that his npany was not part of the recent rger of Confection Cabinet Corp. d ABC Vending Co. Eastern, a sidiary of Confection Cabinet un- the merger, now will operate as a arate corporation.

In a re-alignment of the company's cutive personnel, Smerling an- unced the following appointments: bert R. Deitch, head buyer and oker; Bruno M. Kern, advertising d publicity director; and James L. is, district manager.

igaro Meet Tomorrow

The board of directors of Figaro, ., the independent producing com- ny owned jointly by Joseph L. Man- wicz and the National Broadcasting mpany, will meet tomorrow to dis- ss release plans for "The Quiet nerican" and "The Barbara Graham ory," which will be distributed by nited Artists, and a television pro- ction program.

REMIERE SHOWING

1958 Kinevox-Hallen
Model 616 Portable
Recorder/Reproducer

r. Harold Leroy Powell, pioneer in agnetic Recording, will be here in erson to demonstrate his latest ac- mplishment — the Kinevox-Hallen 616. OME SEE, COME HEAR this electronic mar- l astoundingly priced at ONLY $895.

WEDNESDAY, DECEMBER 4th
10:00 A. M. to 6:00 P. M.

.O.S. CINEMA SUPPLY CORP.
602 WEST 52nd STREET, N.Y.C. • PLaza 7-0440

AMONG THE FIRST to arrive yesterday morning for the official opening of the new offices of Warner Brothers Pictures at the new Tishman Building on Fifth Avenue were Jack L. Warner, president, (left) and Benjamin Kalmenson, executive vice-president, shown above with Rosalind Russell, honorary receptionist for the occasion.

Sagafilm Corp. Formed At Winter Park, Fla.

Special to THE DAILY

WINTER PARK, Fla., Dec. 2 – Sagafilm Pictures Corp., headed by Van Cort, writer and director, has been formed here with the backing of three groups of financiers from Miami, Tampa and Columbia, S. C. It plans to produce four features a year.

"Run For Your Life," the first, is now in preparation and will be released by Warner Bros.

Jack Scholl Director

The Sagafilm staff includes Cort, writer, producer and organizer of the company; Jack T. Scholl, director; Glenn Tryon, associate producer; Lengdon V. Senick, cameraman; Philip R. Rosenberg, editorial supervisor.

AMPA Plans Annual Christmas Luncheon

The Associated Motion Picture Advertisers' 41st annual Christmas luncheon party will be held Tuesday, Dec. 17, at the Hotel Picadilly. A "spectacular" program is being planned, with guest stars of the stage, screen and television to be announced shortly.

Hans Barnstyn, manager of the Trans-Lux 52nd Street Theatre, is chairman of the luncheon ticket committee.

E. W. Korngold Dies

HOLLYWOOD, Dec. 2.–Erich W. Korngold, Academy - award - winning composer, died Friday night in North Hollywood Hospital after suffering a stroke earlier in the day. His age was 60. Korngold's musical scores for the Warner Bros. film, "Anthony Adverse," in 1936, and "Adventures of Robin Hood" in 1938 received Academy Award Oscars.

Korngold retired from motion picture work in 1947.

Action on Theatre Strike Postponed in Tel-Aviv

Special to THE DAILY

TEL-AVIV, Nov. 24 (By Air Mail). –The all-out strike which cinemas here threatened to call unless taxes are reconsidered by the authorities has been postponed pending further negotiations with the government.

Expenses in this country, so far as cinemas are concerned, are 25 times the average for those in the U. S. Moreover, taxes on cinema tickets here have reached 130 per cent of the nominal price of a ticket, while in other parts of the world they amount to from 25-30 per cent. If, for instance, a cinema owner here wants to raise the price of a ticket by 100 pruta (about five cents in U.S. currency), the rise actually reaches 300 pruta, including taxes.

'Vanya' U.S. Entry in International Festival

Special to THE DAILY

SAN FRANCISCO, Dec. 2. – The American entry in the first annual U.S. International Film Festival, in which 12 nations will participate starting here Wednesday, will be "Uncle Vanya," and marks Franchot Tone's debut as an independent producer- director. Tone also stars in the adaptation of the Anton Chekhov classic.

Besides Great Britain and Italy, which each are represented by two films, other competing nations in the festival are France, Spain, India, Philippines, Poland, West Germany, Ghana (Africa), Japan and Denmark.

Kingsley Acquires Shorts

Kingsley International Pictures will release in this country two short films produced by the National Film Board of Canada, "A Chairy Tale" and "City of Gold," first prize winner in the documentary class at the Cannes Festival.

PEOPLE

Arthur Hornblow, Jr., producer, will be the first speaker in a new bi-weekly lecture series to be inaugurated here on Thursday by the Film Institute of City College. Hornblow's topic will be "Motion Pictures Are the True Face of America."

□

Jerome Safron, recently promoted by Columbia Pictures from Cleveland branch manager to home office executive in charge of circuit sales, and **Sam Weiss,** named as successor to **Safron** in the Cleveland post, were honored there yesterday at a testimonial dinner sponsored jointly by the Variety and Salesman's clubs of Cleveland.

□

Jerry L. Todd, of United Theatres of Portland, has been named manager of the Inland Theatre, Bend, Ore.

J. D. Richards to Seek CEA Vice-presidency

From THE DAILY Bureau

LONDON, Dec. 2 – Julian D. Richards has accepted the nomination for the vice-presidency of the Cinematograph Exhibitors Association. The election will be held in March. At that time Edward Joseph Hinge will be elected president.

Richards, 40-year-old son of the late Randolph Richards, a former CEA president, has twice previously been nominated for the vice-presidency, but deferred to older men. He is chairman of the Sussex Branch of the CEA.

Rowley Meet Open

DALLAS, Dec. 2 – The Rowley United Theatres partners and managers annual convention got under way today at the Town House Hotel in San Angelo. With some 100 people in attendance, the event, which is being chairmanned by Bill Slaughter, will continue through Wednesday.

Trans-Lux Dividend

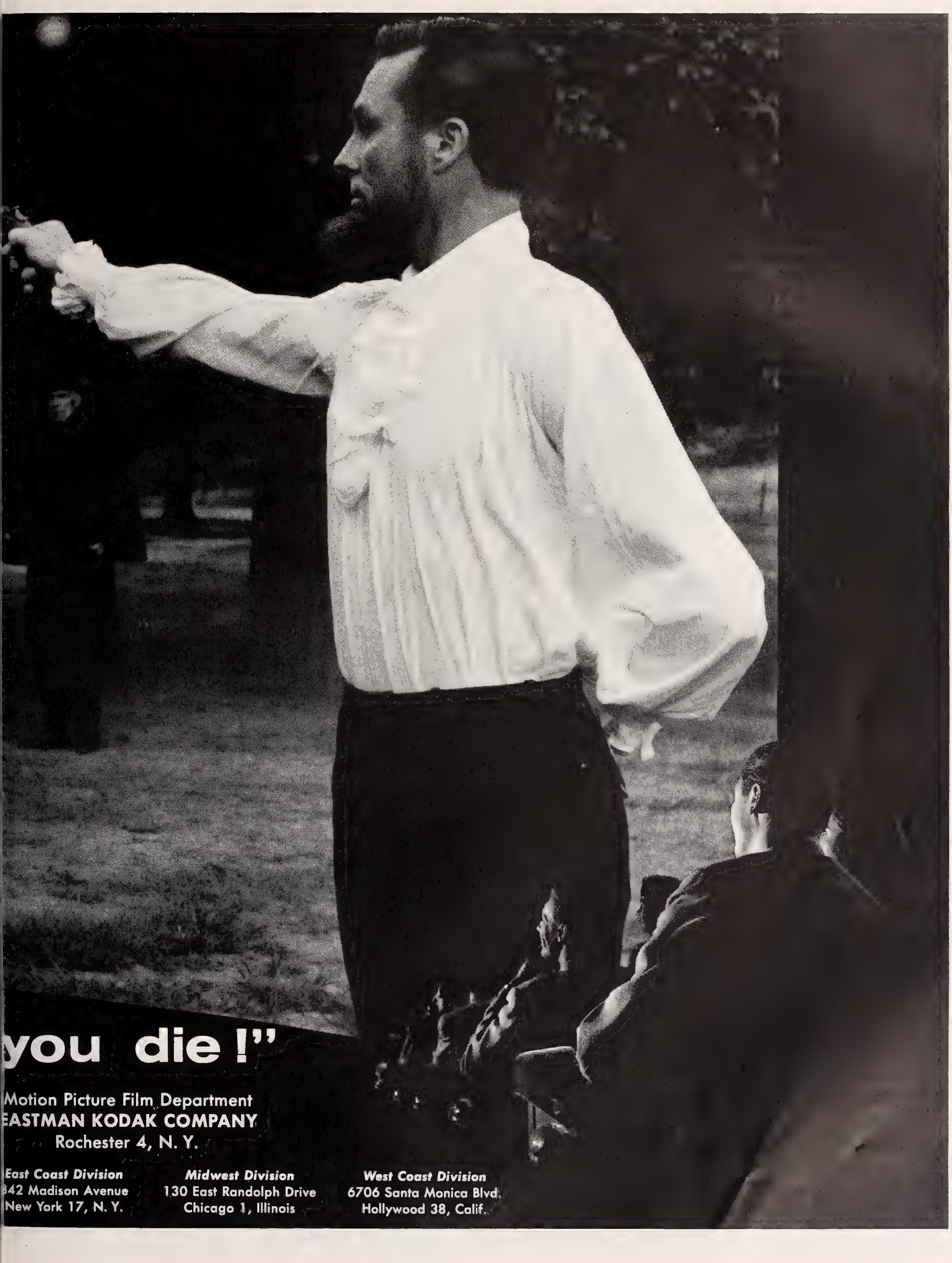
The board of directors of Trans-Lux Corporation has declared a dividend of 20 cents per share on the outstanding common shares of the company, payable December 16 to stockholders of record at the close of business December 9. This is the same dividend as was paid last year.

New Theatre Opens

HILLSBORO, Oregon, Dec. 2–Orange Phelps, a theatre owner in this territory for the past 50 years, has opened his new 750 seat Town Theatre here, on the site of the former Venetian Theatre, which was destroyed by fire.

"On mine honor, sir—

A dramatic situation! Yes . . . but, it's not just the plot that holds the audience captive. It's a startling sense of "reality" due, in great part, to new bigness of screen and scope—new technics of production, processing, and projection. Whatever your project—or problem—Kodak stands ready to lend a hand through the Eastman Technical Service for Motion Picture Film. Offices at strategic centers. Inquiries invited.



Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

Television Today

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports. (Results of this year's poll will be published early in January.)

David Westheimer, Houston Post, Houston, Tex.: Special programming excellent; basic programming unimaginative. Need more experimentation along the Wide Wide World line, more development of new personalities. Need broader base of mass appeal shows instead of concentration on Westerns, Musical Shows, Quizzes.

Dave McIntyre, Evening Tribune, San Diego, Calif.: Despite increasing evidence of talent in both production and performing, there's still too stringent a dependency on formula in TV programming. More freedom in experimentation without one eye fixed on ratings would improve TV, and a sizable audience is ready for something different.

Beverly Linet, Who's Who In Television (Dell Pub.), New York: In Two Lines: Less filmed junk from Hollywood. More live TV drama from N.Y. . . . with the hopes that some network will make the plunge and build a modern TV city in N.Y.

Donald Johnson, The Binghamton Press, Binghamton, N. Y.: Rush to westerns is of course abhorent. Couple of new ones, however, are better than old and would be best preserved. Poor use of talented personalities on "variety" show because of lack of time is too bad. Worst practice of all is the running in of commercials in both variety and dramatic shows. It not only detracts from respect for the top stars involved, but leaves a bad taste in many mouths for the poor-taste products that need this crutch.

Carl Plog, Democrat-Herald, Albany, Ore.: Too many low-class westerns. Lack of better "old" movies at late hours. Elimination of fights from the screen in pro football games even though they take place and thus making it necessary to read it later in papers.

See ABPC Obtaining New Commercial Station

From THE DAILY Bureau

LONDON, Dec. 2—Strong favorite for the Independent Television Authority's north-east commercial TV station is ABC Television, subsidiary of the Associated British Picture Corporation.

Sixteen groups, including several film companies, have applied for the contract to run this latest I.T.A. station, the eighth, which will bring another 2,500,000 people within reach of commercial TV here, making a total of over 43,000,000—a coverage of about 85 per cent of the total population of the United Kingdom.

Stock Heavily in Demand

ABC Television is generally considered to be the most successfully operated commercial TV company here. The company made a profit in its first year of operations, and lately there has been a big demand for ABPC stock. In recent weeks the company's five shilling shares have reached sixteen shillings and sevenpence.

Date Set for Suit

(Continued from page 1)

been set for trial Dec. 16 in State Supreme Court.

T. Collins Jackson, who owns a community antenna system which feeds Salt Lake City TV stations to Richfield, 155 miles south, asked in his suit that Sevier County commissioners be restrained from using county funds to build a booster station. He claimed such construction is illegal under state and federal laws.

California Counties Oppose Toll-Television

SALINAS, Calif., Dec. 2.—Out of 5,006 viewers in Monterey and San Luis Obispo counties responding to a telecast poll on toll-TV, all but four of the mailed ballots opposed pay-as-you-watch programs in any form, it was reported by John Cohan, owner of KSBW-TV here.

Both Sides Presented

An unsponsored special telecast from the local station which serves the two counties presented arguments from both sides in the issue, and then invited viewers to mail in their opinions. Cohan added that out of "literally hundreds" of phone calls received by his station not a single caller wanted toll-TV.

New SG Series

Screen Gems has completed negotiations with David Susskind of Talent Associates for the production of a new family situation comedy series, "Too Young to Go Steady" which will be filmed early in the new year.

Call Exhibitor Pay-TV Mee

(Continued from page 1)

tests, were present by invitation to speak. They also had exhibits.

The vote was not binding on individual members, but it showed how sentiment was running.

Last week a new group called the American Citizens Television Committee, Inc., was formed in Washington with heavy support from veterans' organizations to organize a campaign to impress Congress and the Federal Communications Commission with the extent of toll-TV opposition before the FCC authorizes further experiments.

Whether the exhibitor organizations will cooperate with this grou uncertain in advance of a decisio strategy.

Those invited to the meeting day are: From Metropolitan Mo Picture Theatres Association — Schwartz, Gene Picker, Sol Straus Leslie Schwartz, D. John Phil from TOA—Ernest G. Stellings, man Levy, Joseph Alterman; from dependent Theatre Owners Asso tion—Martin Levine, William Nam son and Morton Sunshine; from Al —Abram F. Myers, Julius Gordon Wilbur Snaper.

House Unit May Discuss

(Continued from page 1)

sion concentrated its efforts on a bill to clean up the administrative phases of excise taxation, and is meeting later this month to wind up a few loose ends of unfinished business.

Meanwhile, however, Forand said he has directed his staff to undertake a study of the "regressive effects of excise taxes generally," and the decision of whether or not to consider rate-reducing legislation will hinge largely on the results of this survey.

However, he added, a heavy Ways and Means agenda, which already includes overall tax revision hearings and reciprocal trade legislation, could preclude his subcommittee from moving too far ahead in the excise field during the coming session.

Furthermore, he pointed out, the expected demand for greatly increased defense appropriations is another factor which may work strongly against any legislation which could reduce appreciably the Treasury revenue take.

Pittsburgh Business

(Continued from page 1)

as a matter of course and one which could go on for months. The strikers voted 1,149 to 83 against accepting the railway company's latest offer.

The Thanksgiving weekend was a big one locally, paced by "Pal Joey" at the Harris; "Les Girls" in its second week at the Penn, and "April Love" at the Fulton. "Around the World in 80 Days" at the Nixon and "Search for Paradise," at the Warner were both hit hard by the strike, but are faring well now.

Branton Dies

(Continued from page 1)

prominent in exhibition, Branton joined AA in 1950, was directorof that corporation and president of Interstate Television Corp.

Branton was at one time an executive with the old Finklestine & Rubin circuit in the Middle West, and subsequently was divisional director for the Publix New England circuit, also general manager of Tri-States Theatre Corp.

The deceased is survived by his widow, Florence, and two daughters, Mrs. Vincent Fennelly and Mrs. Robert Newgard.

UA Meets Se

(Continued from page 1)

history of the business that an en year's product has been schedule advance. The convention will dis the details for each exchange area

Home office executives, taking in addition to those already tioned, will include Milton E. Col eastern and southern division ager, and Al Fitter, western divi manager. Roger H. Lewis, national rector of advertising, publicity and ploitation, will give details of his motion and advertising plans.

13 Exchanges Represented

Exchanges to be represented at San Francisco meeting, which will at the Cliff Hotel, will be Chic Kansas City, Milwaukee, Minneap Omaha, St. Louis, Denver, Salt L City, San Francisco, Los Angeles, attle, Calgary and Winnipeg.

The Miami Beach sessions will at the Fontainebleau Hotel, with re sentatives present from New Y Boston, Buffalo, Cleveland, New H en, Philadelphia, Cincinnati, Detr Indianapolis, Pittsburgh, Washingt Atlanta, Charlotte, Dallas, Jacks ville, New Orleans, Montreal, John, Vancouver and Toronto.

S-W Hearing

(Continued from page 1)

Theatre, Cincinnati, so as to per showing of other types of films besi Cinerama, will be held on Decem 12, according to spokesman for Department of Justice.

The hearing will be held at 4: P.M. at Federal Court House, N York City, before Judge Edmund Palmieri.

Houses Now Closed

The two Punxsutawney theat were divested under the consent cree, although Stanley-Warner w permitted to operate one. The the tres are now dark, and Stanley-W ner wants court permission to ta them back with the intention of o erating one and selling the oth Stanley-Warner is operating the Ca tol Theatre under lease by special p mission with respect to Cinerama, a in renewing the lease merely wa permission added to exhibit oth types of films.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 82, NO. 107 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 4, 1957 TEN CENTS

es Chesler, Goldhar

TA in Move o Force Sale f AAP Stock

ficials Had Withdrawn fer; Hearing on Dec. 11

he disputed sale of control of As- ated Artists Productions to Na- al Telefilm Associates was thrown further legal confusion yesterday en Louis Chesler, chairman of the rd, and Maxwell Goldhar, vice- sident of AAP, cancelled the pro- ed sale of their stock. NTA, mean- le, has filed suit demanding per-

(*Continued on page* 5)

D. Hochstetter Named ropean MPEA Head

eo D. Hochstetter has been named tinental manager for the Motion ture Export Association of Ameri- in charge of the Paris office, by Johnston, president. He will suc- d Marc M. Spiegel, who has re-

(*Continued on page* 5)

ra. Decree Boosted lm Prices, Says N.T.

Special to THE DAILY

SAN FRANCISCO, Dec. 3. – The amount case decision brought out higher prices for product in competitive exhibition market, a ense witness admitted today in

(*Continued on page* 5)

Television Today Page 4

Tent 35 Elects New Officers Here, Makes Plans for Welfare Program

By JAMES M. JERAULD

New officers for Tent 35, Variety Club of New York, were elected yesterday at the annual luncheon held at Toots Shor's Restaurant and plans for the international convention to be held in London April 22-25 were discussed.

Ira Meinhardt, new chief barker, outlined the objectives for the coming year. He hoped, he said, the club would be so active it would receive the annual Humanitarian Award. The three objectives of his administration, he said, would be an expanded welfare program in which all members would participate, active support for the Institute of Applied Science, which carries on work on cancer, and

(*Continued on page* 2)

Opposition to Toll-TV Stressed at ITOO Meet

Special to THE DAILY

COLUMBUS, O., Dec. 3 – Toll-TV would "kill off" cable theatres, said Hugh McLachlan, chairman of national Allied's Equipment Study Committee, at the opening session of the 22nd annual convention of the independent Theatre Owners of Ohio at the Fort Hayes Hotel here. He

(*Continued on page* 5)

Calls Cable Theatre 'Great Opportunity'

Special to THE DAILY

PHOENIX, Ariz., Dec. 3.–The cable theatre offers "the greatest opportunity for the motion picture industry to restore itself to pre-eminence as the leader in entertainment," Walter J. Dennis, president of Tele-

(*Continued on page* 5)

Sign New Franco-U.S. Deal; Continues Quota of 110 Films

A new Franco-American film agreement has been negotiated covering the two-year period ending June 30, 1959, and providing for a continued quota of 110 films per year for the U. S., the Motion Picture Export Association of America announced here yesterday. The deal was negotiated by Marc M. Spiegel, who has since resigned as Continental manager of MPEAA, effective next Jan. 31.

Further details of the new pact could not be obtained here yesterday, pending announcement of the deal in France, the MPEAA said.

Hyman Reports Today On Release Progress

Great curiosity and hopes for important concessions from distributors center on a report on orderly releasing to be made today by Edward L. Hyman, vice-president in charge of theatres for American Broadcasting-Paramount Theatres, at a luncheon in

(*Continued on page* 2)

U-I '58 Daff Drive To Start on Dec. 29

Universal-International's 41 foreign branches will soon join in a global sales drive in honor of Alfred E. Daff, president of the company's overseas subsidiary, it was announced yesterday by foreign general manager Americo Aboaf.

The 1958 Daff Drive will run for

(*Continued on page* 2)

Trans-Lux Will Remodel Theatre in Detroit

Trans-Lux Theatres Corp. will begin operating the Krim Theatre in Detroit on Jan. 2, 1958, under the new name of Trans-Lux Krim, Richard Brandt, president of the circuit, announced here yesterday. The theatre

(*Continued on page* 2)

Shows Increase

Warner Profit For Year Is $3,415,000

But Loss Is Anticipated For 3-Mos. Ended Nov. 30

Warner Bros. Pictures, Inc., and subsidiary companies report a net profit of $3,415,000 for the year ended Aug. 31, 1957, an increase of $1,317,000 over the previous year. The net for the previous year did not include the profit from the sale of old films.

Final operating results for the three months ended Nov. 30, 1957, are not available, the company reports, but it is anticipated that there

(*Continued on page* 5)

Blumenfeld, UC Slate Pre-Yule Suspensions

Special to THE DAILY

SAN FRANCISCO, Dec. 3. – Two circuits with headquarters here, Blumenfeld Theatres and United California, have announced plans to suspend operations in several of their theatres

(*Continued on page* 5)

SPG Membership Hits Release of Films to TV

From THE DAILY *Bureau*

HOLLYWOOD, Dec. 3–A statement issued today by the Screen Producers Guild, and unanimously approved by the membership, voiced unequivocal opposition to "the distribution of post-1948 pictures for exhibition on television," calling such exhibition "harmful to the entire motion picture industry."

While stressing post-'48 product, SPG decried the release of any films at all to TV.

Lifelike color in every scene Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHÉ NOW FOR EVERY FILM NEED: IN B&W OR COLOR

Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

P. T. DANA, Universal Pictures Eastern sales manager, will leave New York today for a trip to key cities of the South.

•

F. A. UNGRO, Westrex Corp., executive vice-president, has returned to New York from Hollywood.

•

LEO PILLOT, exploitation manager for Rank Film Distributors of America, will leave today for Buffalo and New England.

•

LASLO BENEDEK, director, will leave New York tomorrow for London via B.O.A.C.

•

MARK ROBSON, director of 20th Century-Fox's "The Inn of the Great Happiness," has left here by plane for London on the first leg of a round-world tour in search of talent for the production.

•

STEWART GRANGER will return to New York from London today via B.O.A.C.

MPIC Tax Cut Group Set by George Murphy

From THE DAILY Bureau

HOLLYWOOD, Dec. 3.–George Murphy, president of the Motion Picture Industry Council, has named an eight-member committee to cooperate with other industry groups in supporting the Sadlak tax reform bill (HR 6452), which would reduce all individual income tax rates and corporate taxes over a five year period.

Appointees are Gunther Lessing, Steve Broidy, Ronald Reagan, Samuel Engel, Frank Nugent, Hal Mohr, Merrill Pye and Dorothy Mox.

Columbia House Burned

COLUMBIA, S. C., Dec. 3.–The Capitol Theatre in downtown Columbia was virtually destroyed by fire with estimated damages of $140,000. It was believed the fire may have started in a cooling unit. M. D. Smith, theatre manager, said the building was covered by insurance.

Decca Dividend 25c

Directors of Decca Records yesterday declared a regular quarterly dividend of 25 cents per share on the company's capital stock, payable Dec. 30, to stockholders of record Dec. 16.

Tent 35 Elects Officers Here

(*Continued from page* 1)

a concentrated effort to raise funds for the project.

Plans for a raffle are already underway, and it is hoped that by February 17 $50,000 will be raised. The tickets are to be $10 each in books of five and the prizes will be round trips to the London convention.

Donald Malone explained in detail all of the tours that have been set up for the London convention and asked for early reservations.

The new officers, in addition to Meinhardt, are: first assistant chief barker, Charles Smakwitz; second assistant, Irving Dollinger; property master, Wilford W. Bower; dough guy, Jack H. Hoffberg; canvasmen, Charles Alicoate, Erwin Freedman, Harold M. Hoffman, Sherwin Kane, Martin Kornbluth, Jack Levin, Larry Morris, Charles L. Okun, David Picker, Norman Robbins, Arthur M. Rosen, Ernest Sands, Morris Sanders, Robert K. Shapiro, Saul Trauner and George Waldman.

U-I Daff Drive

(*Continued from page* 1)

18 weeks, from Dec. 29 to May 3, and assistant foreign manager Ben M. Cohn will be the captain.

An unusual feature of the drive will be the participation of every U-I overseas employee as reflected in the slogan, "Everyone a Salesman." A drive-kit containing samples of mailing pieces, office displays, banners, letterheads, ads and publicity and exploitation suggestions has been distributed to the branches participating in the campaign.

Legion Places 'Peyton' In A3 (Adult) Category

The National Legion of Decency announced yesterday that 20th Century-Fox's "Peyton Place" has been placed in its A3 category (morally unobjectionable for adults).

At the same time the Legion noted that this classification–morally acceptable for adults–has been predicated upon a screen version of "Peyton Place," and is in no wise intended to be an approval of the book of a similar name.

Branton Mass Tomorrow

HOLLYWOOD, Dec. 3–A Rosary service will be held tomorrow evening at the Church of the Good Shepherd, Beverly Hills, for G. Ralph Branton, vice-president of Allied Artists, who died yesterday, with requiem high mass Thursday morning, at the same church, celebrated by Rt. Rev. Mons. John J. Devlin. Interment will follow in Holy Cross Cemetery.

Navy Aiding 'Below'

Dick Powell's "The Enemy Below" will receive pre-selling cooperation from the U. S. Navy next week when more than 16,000 posters go into naval installations, federal buildings, post offices and recruiting stations in each of the 48 states. The Navy posters will feature stills from the 20th Century-Fox release.

Hyman Reports

(*Continued from page* 1)

the home office. During the past few weeks Hyman has toured the country discussing the problem with leading exhibitors and the major distributors.

Both Allied States Association and Theatre Owners of America have endorsed his work, and United Artists, 20th Century-Fox, Universal and Columbia have given assurances they will rearrange release schedules to avoid holiday jams. Paramount, Warner Brothers and M-G-M representatives have held conferences with Hyman, but have made no public statements as yet.

The need for releasing reforms was pointed out two years ago by Hyman and Leonard H. Goldenson, AB-PT president. Because of lack of original response they brought up the matter again several weeks ago at a trade press luncheon. The exhibitor support was immediate, both at the two national conventions held recently and among regional units of both Allied and TOA.

Trans-Lux Plans

(*Continued from page* 1)

situation in the Detroit area is being studied, he said, and present plans indicate a flow of top major company product for the theatre as well as some foreign pictures.

The circuit also plans to spend $50,000 in the near future to remodel the theatre. Brandt and Thomas E. Rodgers, vice-president of Trans-Lux Theatres, will leave for Detroit next Sunday to finalize plans for improvements to the theatre.

'U' Dividend 25c

The board of directors of Universal Pictures yesterday declared a quarterly dividend of 25 cents per share and an extra dividend of 25 cents per share on the common stock of the company, payable on Dec. 23, to stockholders of record at the close of business on Dec. 13.

Chinese Actress Charms Press Here

By WARREN HARRIS

East met West here yesterday
Loke Wan Tho, head of the Ca
Organization, introduced Lindai,
of China's most bewitching film s
to the press at the Hotel Pierre.

While all eyes were on Miss Lir
who, for all her shy and deli
beauty, is a veteran of 20 film
pearances, Loke himself also man
to get in a few words about
Cathay Organization, which not
operates 50 theatres in and aro
Singapore, Thailand, Indonesia, M
ya and the Philippines, but also
duces approximately 36 Chi
language features annually.

Cathay is relatively new to mo
pictures, beginning with two thea
in Singapore immediately follov
the end of World War II. Now
company has perhaps the biggest t
tre expansion program on record,
ing recently allocated a fund
$10,000,000 for new building
struction.

Sees U.S. Films Popular

While Chinese films are natu
the most popular to be shown
Cathay screens, Loke said that t
from America run a close second.
organization regularly shows f
from all major producing areas ex
Latin America.

Loke expressed the hope
Chinese films may some day ach
the same degree of success in
country as those of the Japanese
any of them are Miss Lindai star
there should be little sales or pu
resistance.

Luncheon for Scott

Capt. Harold Auten, American
resentative for Greater Union T
tres, Australia, will be host at a lu
eon at the Lotos Club here tomor
for C. H. "Buddy" Scott, G.U.
prize-winning showman who is in
York in the course of an around
world trip awarded him as the
prize in the circuit's annual busi
building contest. Scott is a Qui
Publications Showmanship Aw
winner also.

Trade press representatives will
guests at the luncheon.

New Post for Paley

NEW ORLEANS, Dec. 3 – Ir
Paley has been made publicity
advertising director of Param
Gulf Theatres here. The appointm
effective this week, was announ
by Maurice F. Barr, vice-presiden
the circuit. Paley had been assis
to Barr for the past two years.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. O
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Single copies, 10c.

THE CROOK
WHO BECAME
A COMMANDO!

"THE SAFECRACKER"

HAS THE RIGHT COMBINATION!

They took him out of prison for a war mission of death-defying peril. Action and goose-pimple suspense plus temperature-raising romance make M-G-M's "THE SAFECRACKER" a "Don't Miss This One" picture!

•

M-G-M presents a David E. Rose Production • RAY MILLAND in "THE SAFECRACKER" • Also starring Barry Jones
With Jeannette Sterke • Ernest Clark • Melissa Stribling • Victor Maddern • Cyril Raymond • Screen play by Paul Monash
Based on a Story by Lt. Col. Rhys Davies and Bruce Thomas • Directed by Ray Milland

M-G-M HAS WHAT IT TAKES FOR THAT INDUSTRY SLOGAN: "Get More Out Of Life...Go Out To A Movie"

Television Today

MGM-TV 'Passage' Is Sold to NBC Network

M-G-M-TV's new all-color series, "Northwest Passage," has been sold to the National Broadcasting Co., it was announced yesterday by Joseph R. Vogel, president of Loew's, Inc. It is described as an "adult adventure series," based on the best-selling novel tby Kenneth Roberts.

"Northwest Passage" is expected to be shown on the network next season.

Charles C. "Bud" Barry, vice-president in charge of M-G-M television, represented the company in negotiations with Robert Kintner, executive vice-president of NBC, and Robert Lewine, vice-president in charge of programs for the television network. The program was produced by Adrian Samish at the M-G-M studios.

Myrna Loy Signs for New Screen Gems Series

Myrna Loy will star in a TV situation comedy titled "Minerva" under the terms of a deal just concluded between Screen Gems and Carol Irwin, who will produce the new series. It will mark her debut in a continuing TV program.

Miss Irwin, who produced the "Mama" series starring Peggy Wood for CBS-TV, and her business associate, Doris Quinlan, will make their headquarters at Screen Gems in Hollywood. They will immediately begin testing for other cast personnel.

One Man's TViews

By Pinky Herman

THE MULTI-TALENTED Peter Ustinov, author and star of the Broadway smash comedy hit, "Romanoff & Juliet," will guestar on "Steve Allen Show" Sunday, Dec. 29 . . . Much of the nostalgic flavor present in the well-received NBC-TVehicle "The Innocent Years," of the "Project 20" series, was obtained through the unusual stock films from the Filmvideo library. Formed by Maurice Zouary but six months ago, the celluloid library now contains over 6,000,000 feet and has already serviced many important telecasts including "The 20th Century," "Climax," "Perry Como Shows," "Playhouse 90" and "Studio One." . . . Virginia Gibson, the "Your Hit Parade" NBCanary goes dramatic Jan. 1 when she appears with Jack Oakie on Kraft Theatre's "The Battle For Tuesday Night." . . . The presentation on Dec. 29 of "CBSeven Lively Arts" with an original score by Norman Dello Joio, will depict Greenwich Village's oldest and most popular bistro, the Albert French Restaurant while the continuity of the show is like turning the pages of E. B. White's "Here Is New York." . . . Frank Cooper is in town from Hollywood to huddle with Colgate-Palmolive execs on the new Cooper audience-participation package, "Dollar Dotto," which CBSucceeds "Strike It Rich," Jan. 6. . . . There'll be nice people, good food and clean fun or perhaps nice food, clean people and good fun or maybe, good people, clean food and good fun; anyhow press photog Gary Wagner's annual Christmas party at the Carnival Room of the Sherry-Netherland in Gotham tomorrow should be a whing-dilly.

☆ ☆ ☆

Byron Palmer, singing star and co-host on the daily Dan NBCupid series, "Bride & Groom," flies to the coast end of this month to make a pilot film for a new situation-comedy series with music. Byron is easily one of the most talented youngsters to appear on the TV scene and we predict that the tall, dark and handsome lad's talents will be grabbed by a major film studio. . . . Frank Sinatra, who owns a piece of the Sands Hotel in Las Vegas, is toying with the idea of erecting a large TV studio in that burg, adjacent to the hotel. . . . Walt Framer has created two new A-P programs, "For Love Or Money," and "Easy Street." Associated with millions of dollars he's given away on his programs for so many years, the producer's 'given' name should be spelled "Vault" Framer. . . . Marian Anderson's tour of Southeast Asia will be on CBSee It Now, Dec. 30 (10:00-11:00 P.M.).

Byron Palmer

FEATURE REVIEWS

Raiders of Old California

Republic

WILLIMANTIC, Conn., Dec. 3

Jim Davis, Arleen Whelan, Faron Young and other names of some marquee impact are seen in this Albert C. Gannaway production, released through Republic. The screenplay, by associate producers Sam Roeca and Thomas G. Hubbard, is an uneven effort, attributable to an obvious inability to choose between legend and action. The performers do as well as can be expected under such circumstances.

Toward the end of the War with Mexico (circa 1847), a former U.S. Army officer (Jim Davis) with delusions of grandeur, sets out on a deliberate campaign to wrest control of huge land tracts in what is now called Old California. Despite military training and concepts, he thinks little of his dastardly deeds, even when they include ambush and murder.

Faron Young, the marshal in the situation, rides forth to righten wronged factions. A vital key in resolvement is Larry Dobkin, left for dead in a Davis raid, now living out his days in the guise of a small-town padre. Davis reaches the inevitable point of no return when he triggers a stampede of cattle. The stolen animals trample him to death, and the countryside again can face peaceful pursuits.

Running time, 72 minutes. General classification. Release, in November.

A. M. W.

Man on the Prowl

Jana—U.A.

Another treatment of the "psycho" youth, woman-hating, woman-crazy, charming but deadly, this picture has a good deal of suspense although overly long. There are no names in the cast but the acting is rather good and the script by Jo and Art Napoleon and direction by the latter is workmanlike and even novel in some spots.

The title role is played by James Best, a delivery boy for a car dealer, who kills one female at the picture's start. The police think the killer must be wealthy, as he is known to have driven a Cadillac, but by the time they discover it was an employee for the dealer, he nearly has committed another murder and is in the throes of romancing a young wife and mother whose husband's business also attracts him.

The wife thinks the boy is pleasant and harmless enough at first but when he makes immoral advances she realizes he's not well. She tries to stall him but her husband, returning from a business trip, sees them together and leaves. The next day the sick protagonist finds the husband in the latter's garage, taunts him with the knowledge that he was with his wife the previous night and casually drops a motor on him.

The husband forunately is not mortally injured but at the hospital wife receives a phone call from who tells her he's at her house her children. Although warned no call the police she does and before t close in tries to get her children safety. She goes through some harr ing moments before the killer brought to a bloody end.

There is little humor to relieve lurid proceedings but much of it is citing and taut although Napol stretches some of the suspense too Best, who has played minor roles, effective, and Mala Powers as the w is adequate.

Running time, 86 minutes. Ad classification. Release, in Decemb

J.

The Green-Eyed Blond

Arwin-Warner Bros.

Although a green-eyed blonde a fairly important part in this fi the title is misleading as the pict concerns a girls' corrective institut its inhabitants and its troubles. It a sordid little tale of these female linquents although they are trea quite sympathetically. While it ke trying to say something, nothing solved at the finish, and it rema pointless and inconclusive.

The focal point of the story is "kidnapping" of the illegitimate b of one of the inmates. The g drunken mother visits her and lea the child in the car. Another inm warmhearted but mentally defici takes the baby and hides it. When mother's roommates learn about they do everything they can to mo the baby properly. Although wrong for them to keep it, their tude and behavior change from cous to angelic.

A sympathetic house mother covers the child but permits them keep it until after Christmas. H ever, their secret is discovered less appreciative eyes and the e ing panic results in an all-out With the aid of the police the are quieted, but the baby is ta away, the green-eyed blonde (her fore just one of the girls) runs a and is killed and virtually nothin done to resolve any of the m problems presented.

Despite its weaknesses, the pic is exceptionally well acted by a of young unknowns. Susan Oliver the title role, Linda Plowman is teen-age mother, Norma Jean Nil the unbalanced one, Tommie Moo bright Negro girl, and Sallie Bro the kind house mother. The film i Arwin production produced by M tin Melcher, directed by Bern Girard, and written by Sally Stub field. It's acceptable material for th who like the lurid and/or the se mental.

Running time, 73 minutes. Gen classification. Release, in Decem

JAY RE

al Reading in L. A. Pay-TV Franchises

From THE DAILY Bureau

LLYWOOD, Dec. 3. – The Council today gave the first ng to two ordinances that, after cond reading, will grant pay- sion franchises for Los Angeles ox West Coast-Telemeter, Inc., kiatron, Inc., each of which has l $100,000 performance bond. rriscope, Inc., which also seeks nchise, has not yet posted the ed bond. Queried on this, Pres- Burt I. Harris told MOTION URE DAILY he has decided st posting bond pending a de- by telephone companies on ner their poles will be made ble for stringing wire.

menfeld

(*Continued from page* 1)

s state until after Christmas. This s the action of National Thea- which last week shut down tem- ly a number of theatres for from to three weeks preceding the y.

menfeld has closed eight thea- n cities from Sacramento in the to Belmont in the south until tmas. United California has sus- d operations in Marysville, Mer- Avenal and Richmond. In addi- the same circuit is operating its s at Portola, Sacramento and on a limited three-day weekend after the pre-season "slump."

e closing at Richmond by UC that city of 60,000 population ut any motion picture theatres ntly, since the only other one, Fox West Coast's Fox Theatre, lso closed on Monday. The Fox to reopen on Christmas Day, but reported uncertain as to whether United Artists Theatre will re-

a. Decree Boosted

(*Continued from page* 1)

el Goldwyns anti-trust suit st National Theatres. The wit- was M. W. "Pete" Lundgren, film statistician for National tres.

der cross-examination by Joseph lioto, attorney for Goldwyn, the ss said in Federal Judge Edward urphy's court, he paid 60 per rental for Goldwyn's "Hans tian Andersen" in 1953, or ad- dly almost twice as much the uction had got in the years 1947 950, the period in which seven wyn films are involved in the ucers suit.

he day's only other witness was Pirosh, National Theatres film r, who, under questioning by de- e attorney Arthur B. Dunne, in- uced various booking schedules ing to establish that Goldwyn re- ed fair prices for his films. Pirosh pected to have a vigorous cross- nination from Alioto when the resumes on Wednesday.

Warner Profit at $3,415,000

(*Continued from page* 1)

will be a loss from operations because of a decline in domestic and foreign film rentals.

Film rentals, sales, etc., for the year amounted to $75,476,000 compared with $73,350,000 for the previous year.

The 1957 net was after provisions of $3,000,000 for federal income taxes and $200,000 for contingent liabilities. Last year $1,700,000 was set aside for federal income tax and $325,000 for contingent liabilities.

The net for the year ended August 31 was equivalent to $1.90 per share on 1,793,296 shares of common outstanding after deducting 688,951 shares held in the treasurer. The previous year's net was 84 cents per share on 2,482,247 shares then outstanding.

During the three months ended November 30 the company purchased 36,400 of its common shares for $736,000.

Net current assets were $40,956,000 and debt maturing after one year was $10,148,000 August 31, compared with $31,992,000 and $3,561,000, respectively, August 31, 1956. Under a $20,000,000 credit with a group of banks, $7,000,000 had been borrowed at August 31. Subsequently $2,000,000 was repaid, thereby reducing the bank loan outstanding under the agreement to $5,000,000.

NTA in Move

(*Continued from page* 1)

formance of the disputed stock sale.

Neither Goldhar nor Chesler or their attorneys gave any reason for their action.

Because of Chesle: and Goldhar's cancellation, and the NTA counter suit, the hearing on the motion for a temporary injunction enjoining the proposed sale has been adjourned until next Wednesday, Dec. 11, in New York Supreme Court. The injunction is being sought by a group of AAP minority stockholders, who claim that a much better deal was offered by United Artists Corp. and was approved by all of the directors of AAP but not submitted to the stockholders.

Illustrating the complicated legal entanglements brought about by the proposed sale, it was reported that some 15 attorneys were present at the hearing adjournment yesterday. NTA has also filed suit against United Artists, president Arthur Krim, board chairman Robert Benjamin, AAP president Eliot Hyman and others, charging them with seeking by unethical means to prevent the transfer of the majority of AAP stock to NTA by Dec. 4.

Hochstetter Named

(*Continued from page* 1)

signed, effective Jan. 31, to take a post with a film production company.

Hochstetter returned recently from a two-year assignment as Far East manager for the MPEAA. He joined the Motion Picture Association in 1952 as assistant to Johnston in Washington. He will leave for Paris immediately after the first of the year. He is a veteran newspaper man, having worked in the Middle East for Columbia Broadcasting System and for the North American Newspaper Alliance, as well as director of information for the Mutual Security Agency in Washington.

Johnston accepted Spiegel's resignation with "regret."

Opposition to Toll-TV

(*Continued from page* 1)

urged exhibitors to concentrate on the fight against toll TV and to "forget" cable theatres.

Cable theatres may offer profit opportunities, said Jack Servies, vice-president of National Theatre Supply. He forecast that toll TV installations may cost more than cable theatres. He feels that future cable theatres may be installed for 50 per cent of the cost of the initial Bartlesville, Okla., experiment. With about 600 subscribers, he said it is too early to tell whether the Bartlesville experiment is profitable.

It might cost as much as $10 million to install coaxial cables for wired television in Columbus, in the opinion of John Rice, special services representative of Ohio Bell Telephone Co. He said phone companies are reluctant to invest large sums in such ventures until the Federal Communications Commission rules on toll TV.

Tells of Panavision Plan

McLachlan revealed that Panavision is readying a $6,000 "package deal" for theatre installations in a 3-1 ratio for 65mm. with six sound tracks.

Robert Wile, exhibitor relations representative for 20th Century-Fox, declared Fox is still interested in Eidophor, which would be used in theatres exclusively.

Use of "sexy" ads was attacked by Mel Tharp, advertising director of the "Columbus Dispatch." He urged a return to "dignity and prestige" in movie-going and praised the COMPO slogan which, he said, should be exploited heavily via newspaper advertisements.

Lauds Cable Theatre

(*Continued from page* 1)

Movie Development Company, Inc., told Arizona Theatre Owners of America members convening here.

Dennis continued, "I call it the greatest opportunity, because it harnesses television to the theatre box office. It breaks the shackles of the theatre's confinement to four walls and limited seating facilities, and permits expansion of these walls to homes in every community."

National Pre-Selling

JAPAN IS a land of charm and breath-taking colors, and both these factors are vividly displayed in a pictorial article appearing in full color on "Sayonara" in the December 2 issue of "Life." To give "Sayonara" authentic feeling, the Warner company shot the story inside homes, restaurants and theatres in Japan and used Japanese actors and actresses. Marlon Brando and Red Buttons head the American portion of the cast. "Life" used two spreads and single pages to tell this story of the film.

•

"Don't Go Near the Water" is advertised on the table of contents page in "McCall's" December issue.

•

"Slaughter on Tenth Avenue" got an upbeat review from Marshall Scott in the December issue of "Cosmopolitan." The story is based on New York's Assistant District Attorney William Keating's investigation of gangsterism on the waterfront of our largest seaport. Richard Egan, Jan Sterling and Sam Levene appear in this new U-I film.

•

"The Sad Sack," starring Jerry Lewis, was selected as the picture of the month for January by "Seventeen."

•

Shirley MacLaine, the delightfully impish comedienne, is pictorially profiled in the December 10 issue of "Look." She is shown with her infant daughter who imitates her mother's prankish behavior. Shirley is starred in "Hot Spell" and "The Matchmaker." The favorable reference to these two films in the article should interest Shirley MacLaine fans.

•

"Henry Fonda and Anthony Perkins are perfect for their roles in 'The Tin Star'," is Florence Somer's reaction in the December issue of "Redbook." She says, "Although the story is interesting, it is the acting which lends distinction and adds a real emotional quality to the film."

WALTER HAAS

Cinemiracle Seeking Chicago Opera House

Special to THE DAILY

CHICAGO, Dec. 3–The Civic Opera House management and National Theatres, Inc., representatives are discussing use of the big structure for Cinemiracle.

If the deal goes through, Cinemiracle productions would play the house on a reguar year in, year out basis, excluding all other attractions except the Lyric Opera seasons which run through October and November.

"Definitely Quieter...A Great Plane"

says Leland Hayward

Leland Hayward talks Jetstream to TWA Captain Bronson White. Mr. Hayward is currently producing Ernest Hemingway's "The Old Man and the Sea." Captain White is a 4-million-mile, 19-year veteran with TWA.

"I've flown them all by now," says world-traveling producer, Leland Hayward, "and I must say that your big Jetstream gave me the finest trip I've ever had. It was smooth and definitely quieter. The seats are bigger, with plenty of leg room. In fact, I think this Jetstream is the first airliner in history built for the passenger's *comfort*. It's absolutely the greatest."

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Concise and to the Point

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,767,800

W's Annual rofits Show ecord Rise

ian Optimistic On ure of Theatres

l divisions of the Stanley War- Corp., including Stanley Warner tres, Cinerama and International ex, earned rd profits the fiscal ended Aug. S. H. Fa- , president, rted yester- in releasing corpora- s annual fi- ial state- t. At the time he essed strong nism for the re of the tre industry, which he asserted an important permanent role in ic entertainment."

S. H. Fabian

abian based this view in one re- t on the success exhibitors have in securing assurances from pro- rs of the orderly release of "top

(*Continued on page 2*)

pert and Dowling ke Plaza Theatre

he Plaza Theatre here, effective 1, will be taken over by Ilya ert, of Lopert Films, in associa- with Robert Dowling, president City Investing Co., it was an- nced yesterday.

nder the arrangement with Leo her, owner, Lopert and Dowling pay $175,000 down and $75,000 ear rental.

elevision Today Page 6

Maryland Theatres Plan Promotional Campaign

Special to THE DAILY

BALTIMORE, Dec. 4 – Maryland theatres are to take part in a publicity and promotion campaign scheduled to start about the first of the year. Walter Gettinger of the Howard Theatre, assisted by Danny Sattler of the Hi-Way Theatre, and John Manuell of the drive-in at Aberdeen have outlined a campaign that will include TV, use of transit bus cards, bumper strips and 24-sheets.

A tie-in is expected with the "Baltimore News-Post" for a contest for a sizable prize to be provided by all the members of Allied Motion Picture Theatre Owners of Maryland.

Propose Bay State Bill On Youthful Vandalism

Special to THE DAILY

BOSTON, Dec. 4–A bill aimed at making parents responsible for acts of vandalism involving property damage by minor children in places of public assembly has been introduced in the house by Myrtle S. Davenport.

Fiscal 'Discrepancy' Cited at Goldwyn Trial

Special to THE DAILY

SAN FRANCISCO, Dec. 4. – An expert defense witness in the Samuel Goldwyn anti-trust suit had to retreat from the stand today under challenge by Goldwyn's attorney,

(*Continued on page 2*)

10 Companies Respond

'Orderly' Release for 1958 Is Promised

Goldenson, Hyman Encouraged; Say Exhibitors Must Do Their Share Now

(Picture on Page 3)

With assurances from 10 national distribution companies of well over 200 features to be released on an orderly distribution schedule over periods ranging from the first five months of 1958 in the case of some companies, up to the full 12 months in the case of at least three companies, Leonard Goldenson, American Broadcasting-Paramount Theatres president, and Edward L. Hyman, vice-president, said yesterday the next move is up to exhibitors.

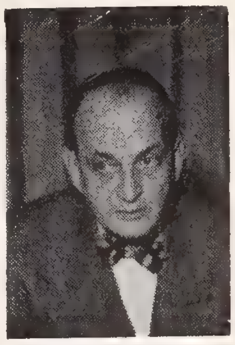
Speaking to trade press representatives at a luncheon in the AB-PT home office dining room, Hyman said "distributors in scheduling their

(*Continued on page 3*)

Horace Adams Renamed President of ITOO

Special to THE DAILY

COLUMBUS, O., Dec. 4 – Horace Adams, president of the Independent Theatre Owners of Ohio, although unable to be present at the group's convention here because of illness, was re-elected to the post today along with all other officers.



Horace Adams

New board members are Leonard Greenberger and William Clegg.

In other actions at the final session

(*Continued on page 6*)

AB-PT Theatre Revenue Stays Ahead of TV

Theatre operations of American Broadcasting-Paramount Theatres continue to provide more revenue than the company's television operations, Leonard Goldenson, president, said yesterday.

"However," he added, "we do not

(*Continued on page 2*)

Goldenson Proposes 3-Point Plan for Industry 'Rebirth'

A three-point program to give the industry "a hell of a rebirth" was proposed yesterday by Leonard Goldenson, American Broadcasting-Paramount Theatres president, at a luncheon at the company's Times Square office. Emphasizing that it called for industry unity, Goldenson said the three proposals "get down to basics." They are:

1. Meeting the grave need for new personalities.
2. Conducting an over-all industry advertising-publicity campaign.
3. Inaugurating a "Motion Picture Exposition," which would travel to the key cities and have as its objective a depiction of the community of interest existing between all phases of living and the motion picture.

Goldenson proposed that the latter two projects be undertaken by Compo. The first, of course, is up to pro-

(*Continued on page 3*)

Arbitration Meeting Is Postponed Again

The meeting of the joint industry committee on arbitration and conciliation scheduled to be held here next Monday and Tuesday has been postponed at the request of the distributors' committee. A new date for the meeting will be set as soon as the distributors' committee has been reorganized to provide a replacement for Charles M. Reagan, according to Abe Montague, distributor chairman.

Reagan resigned from the committee when he tendered his resignation as domestic distribution head of M-G-M last week.

PERSONAL MENTION

JEROME PICKMAN, Paramount advertising-publicity director, is scheduled to return to New York from Europe over the weekend.

•

LLOYD LIND, vice-president and national sales director of Interstate Television Corp., subsidiary of Allied Artists, left New York yesterday for Hollywood.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, is in Columbus, Ohio, from New York.

•

IRVING WORMSER, general sales manager of Distributors Corp. of America, left New York yesterday for Florida and New Orleans.

•

DAVID LEAN, director, will arrive in New York today from London.

•

SUSAN LEVINE, daughter of MARTIN LEVINE, executive vice-president and general manager of Brandt Theatres, has become engaged to JORDAN ELLIOTT LOURIE, of Rockville Center, L. I.

•

DAVID GOLDING, in charge of special advertising-publicity on DON HARTMAN'S "Desire Under the Elms," arrived in New York from the Coast yesterday.

Anti-Trust Suit Against 5 Companies Dismissed

A 1952 anti-trust action against RKO, Warner Bros., Paramount, Columbia and United Artists and their subsidiaries has been dismissed, according to a stipulation filed in New York Federal Court yesterday.

The suit had been filed by Anco Enterprises, Inc., Amwel Amusement Corp. and Ancor Amusement Corp. They had sought almost $12,000,000 in damages, charging that they had been denied runs and clearances in favor of the large metropolitan circuits.

AB-PT Certificate

ALBANY, N. Y., Dec. 4.—A certificate of capital stock reduction by American Broadcasting - Paramount Theatres, Inc., from $12,457,100 to $11,494,020 has been registered with the Secretary of State. Edith Schaffer, New York City, recorded it.

S-W Profit Sets New Mark

(Continued from page 1)

features uniformly throughout the year." Referring to past policies of release as offering the public a "feast or famine," he commented: "When too many pictures are released simultaneously the patron cannot attend as many of the pictures as he desires. On the other hand, when there is a dearth of box office attractions theatre attendance suffers."

The Stanley Warner president also made reference to another development in the industry's present "transition period"—the need for definite clearance periods between the release of pictures to theatres and then to television. "As a result of reduced theatre grosses arising from more TV competition, the producers are revising their policies as to motion picture production and distribution," he said. "Certain studios have already announced they will not release feature pictures for showing on TV until five to seven years after such pictures are exhibited in theatres, and we hope all other producers will follow."

Net Hits $3,767,800

For the fiscal year, which covered a 53-week period, the corporation's consolidated net profit amounted to $3,767,800 after all charges including deductions of $5,196,600 for depreciation and amortization of properties, patents and goodwill, $2,362,600 for amortization of the cost of Cinerama pictures and $3,787,000 for federal and foreign income taxes.

For the prior fiscal year, which covered the 52 weeks ended August 25, 1956, the net profit was $3,194,200 after deducting depreciation and amortization of $4,835,600, Cinerama amortization of $1,908,200 and federal and foreign taxes of $2,816,400.

Net profit for the fiscal year increased by $573,600 although charges for depreciation and amortization of properties, patents and goodwill rose $361,000, amortization of the cost of Cinerama films increased by $454,400 and provision for taxes was $970,600 larger than the provision of one year ago.

Equal to $1.82 Per Share

The earnings for the 1957 fiscal year were equivalent to $1.82 per share on the 2,063,099 shares of common stock outstanding on August 31, 1957. In the 1956 fiscal year $1.47 per share was earned on the 2,166,800 shares outstanding at the close of that fiscal year.

Theatre admission and merchandise sales and other income totalled $115,125,300, or $19,069,600 above similar income of $96,055,700 reported for the prior year.

In another reference to theatre operation Fabian said that Stanley Warner is keeping closely abreast of developments in toll-TV. "Vast technical problems remain to be solved and little is known as to the installation costs and the amount of the fees to be collected from the public. Opposition is rising to any pay-as-you-see system which deprives the home of a service which is now completely free."

In spite of TV competition, there is a "vast theatre audience ever present waiting for the pictures of its choice," Fabian declared. "When a feature appeals to the public there is invariably an eager, massive response."

Studying Individual Theatres

Fabian added that this does not mean that all existing theatres will continue to operate. Stanley Warner is making a continuous review of operating results to ascertain which theatres should remain in the circuit, he pointed out.

"On the whole," he continued, "the theatres we own in fee are our best properties and have the most promising future. Our primary problem relates to certain theatres of which we are the tenant. Since September 1956 the leases on four theatres which expired were not renewed. The leases on three theatres were cancelled and two theatres were sublet."

Stanley Warner now owns or leases 296 theatres, 167 of which are owned in fee, 120 are leased and 10 are partly owned in fee and partly leased. Four of the theatres owned in fee and 16 of the leased theatres are operated by the Cinerama division.

Fiscal 'Discrepancy'

(Continued from page 1)

Joseph L. Alioto, when a $20,000 discrepancy appeared in his figures, which had been calculated to substantiate testimony by Bert Pirosh, film buyer for National Theatres.

Dr. Franklin Beggs, of the Stanford University Statistical Institute, was being questioned by defense counsel, Arthur B. Dunne, when Alioto interjected and brought out the discrepancy, whereupon Federal Judge Edward P. Murphy suggested the witness take time out to re-evaluate his statistics in order that the trial, now four months old, might continue.

To Judge Murphy's suggestion, which the witness accepted, Alioto offered the services of Joseph A. Walsh, the Goldwyn statistical expert who previously had testified at great length.

Dr. Beggs will return to the stand tomorrow.

Engel Plans Meeting On Film-Sale-to-TV

From THE DAILY Bureau

HOLLYWOOD, Dec. 4 — Samue Engel, president of the Screen Producers Guild, who yesterday sounde an alarm to all guilds and other participating bodies against consentin to the sale of post-1948 pictures t television, today told MOTION PICTUR DAILY he expects to schedule a round table meeting with the press to discuss the matter in detail. The meeting may be expanded to include representatives of all segments of th industry, he added.

Engel said, "We invite opinion and views of all other groups involved, and also of those responsible fo the distribution of pictures. Only i that manner can the proper cours be determined."

AB-PT Revenue

(Continued from page 1)

know for how much longer that wil be true."

Goldenson reported that the company's record division, Am-Par, i making fine progress. Started only tw years ago, it has two or three label in the top 20 best selling record list regularly and is developing new talent of its own constantly.

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N. Y. MUrray Hill 7-8900.

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)rderly' Release Slate for 1958 Promised

eases well in advance and spacing m so that strong pictures will be ilable in the so-called 'orphan' re- se periods, have put their money ere their mouths are. It is up to exhibitors to do as much."

Hyman said he will meet with local ibitors and their organizations und the country in the course of next few weeks and will use the asions to urge exhibitors to go on ord with their intention to do their nost in the way of extra advertis- ; and exploitation for pictures of coffice power released on orderly edules in order that cooperating tributors will be rewarded and en- raged to continue the practice.

Urges Drive Now

With the assured quality product sight over an extended period, ldenson said an over-all industry vertising-publicity campaign should begun "almost immediately." He gested further that to aid in re- alizing the industry, plans be made a motion picture exposition to it the exchange centers around the ntry displaying all elements of mo- n pictures in which all segments society share a community of in- est.

Such an exposition could point up manner in which films construc- ely represent trades, crafts, profes- ns, occupations and industries, so- l and religious organizations and, fact, all phases of community in- est.

COMPO Attention Suggested

Goldenson suggested that such a ject, together with the over-all in- stry advertising-publicity campaign re proper subjects for COMPO to ndle, and Hyman said it was his ention to confer with COMPO im- diately on furthering both projects.

In taking the position that distrib- rs have given all the assurances it possible for them to give at this ne on orderly spacing of releases d the long range scheduling of re- ses, and urging exhibitors to go ead now with their share of an all- lustry advertising-publicity cam- ign, Goldenson and Hyman ap- ared to be at variance with the ent Theatre Owners of America nvention resolution on the subject exhibitor participation in an in- utional ad campaign.

TOA Resolution Recalled

The TOA resolution held that ex- itors should not participate in such ampaign until every distributor had ovided a schedule of properly aced releases for a year in advance. e resolution held that theatres could t undertake a business-building pro- m without having on their shelves merchandise the program was in- ded to sell.

Goldenson and Hyman, whose thea- s are members of TOA, stated re- atedly that distributors have promised "every possible cooperation and have supplied the information we sought to the fullest extent possible."

They made only one reservation and pointed out that distribution had no control over that: the unforeseen circumstances which cause postponement or cancellation by producers of pictures now in the planning stage. "If production does not make the pictures available to distribution, the distributors have no pictures to give us," Hyman observed.

He said that examination of the schedules provided by the 10 companies showed that "the quality pictures are evenly spaced over the year far more than ever before."

He added that he is "confident that if a quality picture scheduled for the 'orphan' period of May cannot be made available then, another quality picture will be found to take its place."

Cites Five Months

Hyman said in his continuing meetings with distribution heads particular emphasis was placed upon the need for quality releases in the months of April, May, June, September and October. Also, distributors were urged, and most agreed, to provide a top quality release for Thanksgiving which would buoy up the theatres through the pre-Christmas period.

Hyman said distributors are being assured that exhibitors will utilize their local contacts with press, radio and TV to promote the orderly spaced releases on a scale far greater than could any campaign "conceived and directed from New York." He said he pointed out that in previous all-industry promotion campaigns, people attracted to the theatres were badly disappointed when, in some instances, they had to see reissues. "This must never happen again," he said.

Given the product and told of it sufficiently in advance, exhibitors can and will get behind it and promote it, Hyman said. "It is up to the exhibitors now to open the purse strings, and distributors, too, must support the exhibitors at the local level in this all-out effort to focus attention on theatres and movies, as such."

Orderly distribution, Hyman contended, will halt and reverse the decline in attendance by reviving the movie-going habit in members of the "lost" audience. The AB-PT executives feel, he said, that "the slump which hit us last September will not recur in 1958 because the necessary corrective measures are being taken to insure against it."

Says Response Is Heavy

Hyman revealed that responses supporting the AB-PT campaign for orderly releases have been received from hundreds of the top exhibitors in every section of the country. He displayed a scroll sent by several hundred Texas exhibitors authorizing Goldenson and himself to represent them in any meetings with distributors on the subject. The exhibitors' signatures filled a 20-foot long roll appended to the scroll.

THE WILL AND THE ENERGY, that's what showmen need now, says Leonard Goldenson, displaying some of his own. They'll get pictures, as and when they want, he believes. Below, Ed Hyman displays Texas-style "authorization" from several hundred showmen there. Many others backed Hyman as he squeezed from distributors a new deal.

M.P. DAILY picture

Hyman to Talk in Hub On Spacing of Releases

Special to THE DAILY

BOSTON, Dec. 4.—Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres in charge of theatre operations, will discuss orderly releasing of product Dec. 11 at a meeting called by Allied Theatres of New England, an unaffiliated group, and Independent Theatres, Inc., of New England, Allied unit.

Other exhibitors have been invited to attend and they have been informed that there will be a question and answer period.

Goldenson Has 'Rebirth' Plan For Industry

(*Continued from page* 1)

ducers to inaugurate but must be aided by exhibition and distribution.

"I have the greatest confidence in the vitality of the motion picture industry," Goldenson said. "If all of its people will unite and put their shoulders to the wheel, the job can be done."

New, young talent is desperately needed in Hollywood, Goldenson said, not only to attract more customers to theatres, but also to control the excessive salary payments to the limited number of stars now available and to end log-jams in production when such stars are not available.

Has Praise for Other Firms

Goldenson said 20th Century-Fox, Universal and Columbia are attempting to provide new faces and said his own company is encouraging it in the exploitation pictures it is producing.

He said that the largest potential audience today is in the 16 to 35-year age group, which can provide 70 per cent of the maximum audience expectation.

The industry should keep new talent to itself, Goldenson said, not permitting it to appear on TV except to introduce it to the public. Older stars are too much available on television, he said, and the law that you can't sell what is being given away now applies to most of them.

Dislikes 'Institutional'

Goldenson said, in referring to the over-all industry ad-publicity campaign, that he disliked the word "institutional." "I don't know what is meant when it's used." He advocated publicity campaigns that start when a film is "a gleam in the producers' minds" and build to the stage where it has saturated the public by the time it opens.

Hits Newspapers' Free TV Program Listings

Leonard Goldenson, head of American Broadcasting-Paramount Theatres, said yesterday that it is "discriminatory and unfair" that television and radio program charts are published without charge by most newspapers, while theatre programs are not.

"What," he asked, "are we doing about it? That should be a job for COMPO," he added.

He pointed out that theatres, which place more advertising with newspapers than do television and radio, "serve the same entertainment demand, so why should they be discriminated against?"

PARAMOUNT CONFIDENTLY PREDICTS
WOMAN WILL BE ONE OF THE OUTST

A STORM RAGED WITHIN THEM...

the wife
and the boy
her husband
called Son...

3-CITY WORLD PREMIERE ENGAGEMENTS: ASTO
LOS ANGELES—DECEMBER 11th. ESQUIR

Spread the slogan! **Get more out of life . . . Go out to a movie!**

co-starring DOLORES HA

HAT THIS STORY OF A PASSION-SWEPT
NDING BOXOFFICE PICTURES OF 1958...

HAL WALLIS, producer of "Come Back, Little Sheba" and "The Rose Tattoo," has a new picture destined for highest acclaim...

Paramount
Presents

ANNA MAGNANI

—fierce, tender, magnificent ...surpassing her Academy Award winning "The Rose Tattoo"!

ANTHONY QUINN

—the tremendous virility he displayed in his Academy Award winning "Lust for Life" finds full play in his greatest role!

ANTHONY FRANCIOSA

—a young acting dynamo delivers an electrifying performance that will make him America's most-talked-about personality!

in
HAL WALLIS' production

Wild Is The Wind

HEATRE, NEW YORK AND FOUR STAR THEATRE,
HEATRE, CHICAGO—DECEMBER 19th...

Paramount Pictures

SEPH CALLEIA · Directed by George Cukor · Screen Story and Screen Play by Arnold Schulman · Music composed and conducted by Dimitri Tiomkin

Television Today

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAIIY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports. (Results of this year's poll will be published early in January.)

Robert L. Sokolsky, Syracuse Herald-Journal, Syracuse, N. Y.: About the best comment that can be made on the current TV year is "What happened?" About 12 months ago television seemed on the verge of its greatest era. There was a fairly good balance of shows and network logs seemed constructed to please all audiences. Then everything suddenly came apart. Westerns and variety shows clogged all channels and little else seeps through. Not that westerns or variety shows are bad—but every night of the week? The only hope is that a little common sense will return. Television has the potential to be the best of all entertainment mediums. But, this reign of "me tooism" could drive the public right into the subscription video parlor. And, where will our networks be then?

Fred P. Danzig, United Press, New York: I believe TV is at the height of its glory. It's difficult to see how it could be improved upon.

Ted Holmberg, Providence Journal & Evening Bulletin, Providence, R. I.: The herd instincts of the networks and stations to immediately join in the swing to a new fad (ie. the western) is discouraging. It often results in the good shows that start a fad being dropped. Back-to-back competition of programs like Allen-Sullivan and Studio One-Suspicion, is a source of never-ending irritation. The solutions—a little imagination and guts.

Richard Heller, Sterling Magazines, New York: Need more comedy shows —more live shows—more specials—more intelligent advertising.

Merritt M. Landon, Steuben Advocate, Bath, N. Y.: Longer commercials at start and before finish rather than so many interruptions throughout program. Children's "spectaculars" such as "Huck Finn" etc., scheduled earlier in evening.

Subliminal Perception Out on 3 Networks

There will be no subliminalads on the three principal television networks —NBC, CBS and ABC.

Orders to bar it have been issued by Robert W. Sarnoff, president of NBC, and Merle S. Jones, head of CBS. A spokesman for ABC said this form of advertising would not be allowed.

Subliminal, according to the dictionary, means "below the threshold of consciousness" or "subconscious."

The National Association of Radio and Television Broadcasters has ruled that this form of advertising should not be permitted pending further study.

CBS Memorandum

A CBS memorandum states: "The legal, social and ethical implications raised by subliminal perception, as we understand it, are sufficient to preclude from use in any form on the CBS television network and company-owned stations."

That makes everything clear.

Screen Gems Makes Territorial Shifts

Screen Gems is shifting the territories of three of its account executives, it was announced yesterday by John H. Mitchell, vice-president in charge of sales for the Columbia Pictures TV subsidiary.

George Hankoff, who has been covering the Baltimore-Washington-Philadelphia area, will transfer to the national sales department, with Marvin Fraum, whose territory was upper New York State, taking over Hankoff's former area. William Hart who has been covering New York City, will take over the upper New York State territory.

Predicts Pay Television Will 'Devour' Free TV

Special to THE DAILY

COLUMBUS, Dec. 4 — "Once the key attractions of free TV are taken over by pay TV, the only choice left to the viewing public will be pay-or-you-don't-see," according to Tod Raper, radio and television editor of the "Columbus Dispatch."

Free television will be "devoured" by pay TV if the latter gains a foothold, he asserts.

Appoint Sy Cohen

Sy Cohen has been appointed to the newly created post of stations exploitation executive in the American Broadcasting Network's expanded stations services department, Edward J. DeGray, vice-president in charge of stations for the network, announced yesterday. Cohen, who resigned as executive pressbook editor of Warner Bros. Pictures, will work under the direction of Irv Lichtenstein, director of promotions and exploitation of the American Broadcasting Network.

Jack Warner Seeks Dismissal of Suit

Jack L. Warner, president of Warner Bros. Pictures, has filed for dismissal in New York Federal Court of a suit brought by stockholder Isadore Blau last September, which alleged that Warner, together with his brother, Albert, and Charles Allen bought and sold company stock within a six-month period in violation of regulations of the Securities and Exchange Commission.

Warner claims that the profit which he received from the sale of stock owned by him, namely $6,888, was turned over to the company's treasury on July 13, 1956. In his suit, Blau had asked for an accounting of the profits of the sale, and that the profits should go to the company.

Art Directors Discuss New Awards to Members

Special to THE DAILY

HOLLYWOOD, Dec. 4. — The Society of Motion Picture Art Directors has under discussion a plan whereby a quarterly selection of art directors, nominated by the membership, will be made. Those selected will qualify for the award of outstanding art director honors at the end of the year. The Screen Directors Guild has already adopted this plan.

It works out as follows: Every three months the society will send a letter to all the members who will then select the best six pictures for art direction of that quarter. At the end of the year, they will vote for the five best of the 24 nominated. Each of the top five will receive an award and the top one will get a special award.

Vogel, Leader Will Attend Schlanger Fete

Special to THE DAILY

PHILADELPHIA, Dec. 4.—Governor George M. Leader of Pennsylvania, and Joseph R. Vogel, president of Loew's, Inc., are the first two of many leaders of the community and the motion picture industry to have accepted an invitation to the dinner honoring Ted Schlanger, Stanley-Warner zone manager, on his silver anniversary with S-W, it was announced today by Jay Emanuel, general chairman of the committee sponsoring the dinner.

Gersh to U.A. Records

Richard B. Gersh, veteran record trade public relations consultant, has been retained as promotion representative by the newly formed United Artists Records, it was announced yesterday by Alfred H. Tamarin, executive assistant to president Max E. Youngstein.

Horace Ada

(*Continued from page* 1)

of the ITOO two-day meeting
solution was passed conde
M-G-M for "delaying availabi
small Ohio exhibitors of 'Jai
Rock,' 'Les Girls' and 'Don't Go
the Water'." The convention
passed a resolution urging "all e
tors to quit crying and sell
vigorously to the public" an
proved all 11 of the resol
adopted by national Allied at
cent Kiamesha Lake meeting.

Abram Myers told the delega
an address that the distributors
concept of clearance—that the
not required to supply prints
expiration of the clearance pe
presents insuperable obstacles
working out of arbitration."

At a clinic on small town the
conducted by James McDona
Cincinnati, exhibitors said they
ed to be able to book "The
Commandments" at 90 cents to
for no longer than a week's run
Donald said the biggest need
is for unity among exhibitors o
buying, booking and exploitati
clinic on city theatres was post

The scheduled talks of Tr
Rembusch on toll-television an
Aaron on cable theatres were
celled when the speakers were
up by adverse weather.

Dick Powell Host to At Hub 'Enemy' Lu

Special to THE DAILY

BOSTON, Nov. 4. — Dick P
producer-director, who is on a n
wide tour in behalf of "The E
Below," a 20th Century-Fox re
was host at a luncheon today att
by 200 press, radio and televisio
resentatives and exhibitors. The
ture was screened.

Among the guests were Mayor
B. Hines and other civic offici

Cinema Editors Cite For Work During 1

From THE DAILY Bureau

HOLLYWOOD, Dec. 4. —
American Cinema Editors tonigh
nounced the following awards fo
best film editing during 1957:

In theatrical motion pictures:
ren Low, Leonid Azar, P. Gi
and Frank Bracht.

In television films: Edward
liams, Robert Hoover, Arthur Bel
Michael Luciano.

ACE president George Amy
sided at the presentation co
party honoring the winners.

Berry Is Appointed

Jay Berry, vice-president an
sistant to the president of Br
Smith, French and Dorrance,
York and Detroit advertising ag
has been appointed vice-presiden
general manager of the newly-e
lished national division of the
ander Film Co., Colorado Sprin

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

82, NO. 109 NEW YORK, U.S.A., FRIDAY, DECEMBER 6, 1957 TEN CENTS

ITORIAL

derly Release

By Sherwin Kane

E PERSISTENCE of Leonard oldenson and Edward L. Hyman, 3-PT heads, in pressing the case derly release of quality pictures distributors over a period of t two years has begun to pay off. man and Goldenson told trade representatives the other day 10 national distribution coms have promised their coopera- and have convinced the AB-PT tives of distribution's sincerity doing. Hyman confidently pre- l that as a result 1958 will see release of quality pictures far r spaced than ever before.

•

formance, naturally, will be the but it seems safe to assume that will be noticeable improvement result of the Goldenson-Hyman s.

is is a signal service not only to T's nationwide theatre operations to all other American exhibitors many are convinced, to distribu- as well.

e absence of strong attractions theatre screens over extended ds certainly has contributed to ning theatre attendance, for it ermitted normally constant thea- ers to break or lose the habit ly. In addition, it has resulted itting the strongest film attrac- on the screens of the nation uch numbers at certain times patrons have been unable to see f them.

•

more orderly release of top at- ons in 1958 is sufficient to cor- such conditions in even a mod- degree, all branches of the in- y will benefit to a corresponding t.

hibitors have the assurance of colleagues—Goldenson and Hy- -that distributors have stated plans with sincerity and to the of their ability at this stage.

w it is up to exhibitors, as Gold- n and Hyman have suggested, to their money where their mouths and get behind the quality re- s with the maximum playdates with full scale advertising and notion in order to keep the plan and to make it work.

they fail to do so, there will be but themselves to blame for the equences.

F. W. Allport Dies; Was MPEA Europe Head

From THE DAILY Bureau

Fayette Allport

LONDON, Dec. 5—Fayette W. Allport, European manager for the Motion Picture Export Association of America, died of a heart attack here early this morning at the age of 64.

Allport has represented the U. S. motion picture industry in London since 1933.

Before coming to the then Motion Picture Producers and Distributors of America, Inc. he was with the Foreign Commerce Service of the U.S. in Warsaw, Vienna, Berlin and as Commercial Attache in Paris. After his tour of duty at the American Embassy in France he received the

(*Continued on page* 12)

Japanese Film Week Set For January 22-31

The second annual Japanese Film Week will take place at the Museum of Modern Art Jan. 22-31. Shiro Kido, president of the Schochiku Co., will head a delegation from Tokyo, which will include six leading actresses and two producers.

Six evening screenings will be held during the week.

TV Threat Down Under Still Mild, Scott Says

Television competition has not yet assumed serious proportions for Australian theatres, in the opinion of C. W. "Buddy" Scott, managing director of Greater Union Theatres' Sydney flagship, the 2,600-seat State, who is in New York in the course of an around-the-world trip.

Scott, a Quigley Overseas Show-

(*Continued on page* 9)

M.P. DAILY picture

THE BIG EVENT yesterday, giving a fare-thee-well (and plaque) to an outside film man popular inside the industry—Fred Bund, Jr., retiring chief of the Army and Air Force Motion Picture Service. Executives attested their affection for the 37-year veteran of government service by forming a committee under Oscar Morgan of Paramount and George Maurer of Loew's and tendering a Sheraton-Astor luncheon to which from every company came its top sales chiefs. Morgan did the introductions, generals William Farnsworth and Manuel Asensio the eulogies, and sales managers' committee chairman Alex Harrison (right, above) the honors. With them are General Farnsworth, Morgan, General Asensio, and J. J. Nicholson of the AAMPS. Robert Quick, whom the industry men know and with whom they now will do business, heard his appointment as Bund's successor disclosed by Morgan and acknowledged general applause. F. S.

After One Month

Conciliation Seen Off to A Slow Start

Primary Interest Seems To Be in Clearance Changes

The new conciliation system has gotten off to a slow start. At the end of the first month one case had been turned down, another is still pending after preliminary discussions and two others have been talked about.

There may be others on file with exchange managers, but, if so, the details have not reached home offices.

What interest there is centers in clearance. Max A. Cohen filed a request for a change in clearance for his drive-in in New Haven with all the

(*Continued on page* 9)

Talks with UA Heads In 'Herald' Out Today

An innovation in motion picture trade journalism, a mass interview with the five top officers of United Artists recorded on tape and reproduced as it occurred in the board room of the company, is featured in

(*Continued on page* 10)

AB-PT Buys Allegheny Broadcasting Corp.

American Broadcasting-Paramount Theatres, Inc., yesterday acquired the Allegheny Broadcasting Corporation, licensee of radio station KQV, Pittsburgh, Pa., as a wholly-owned sub-

(*Continued on page* 9)

TRADEWISE
on page 2

Television Today
on page 10

PERSONAL MENTION

WILLIAM J. HEINEMAN, United Artists vice-president; **James R. Velde**, general sales manager, and **Al Fitter**, Western division manager, will leave New York today for San Francisco.

•

Joseph R. Vogel, president of Loew's, Inc., has arrived on the Coast from New York.

•

Foster M. Blake, Universal Pictures Western sales manager, will leave here on Sunday for St. Louis and key cities of the Southwest.

•

R. A. Wotherspoon, provost of Inverness, Scotland, a speaker at the recent TOA meeting in Miami, will return to Britain today aboard the "Queen Elizabeth."

•

Ed Galiner, of the M-G-M exploitation staff in Philadelphia, was in New York yesterday from there.

•

Zoltan Korda, director, left New York for London yesterday via B.O.A.C.

•

Calvin Leeder, supervisor of branch operations for Rank Film Distributors of America, has left New York for Minneapolis and Chicago.

Publicity Department Being Formed by H-H-L

From THE DAILY Bureau

HOLLYWOOD, Dec. 5. – The Hecht-Hill-Lancaster producing organization today announced its 1958 producing schedule, comprising eight major-scale pictures, will require the setting up of an internal publicity department, to be established with the cooperation of the public relations firm, Cleary, Strauss & Irwin, which will continue thereafter to operate jointly with new department.

Quigley Judging Today

The third quarterly judging for the Quigley Showmanship Awards will take place today in the Round Table office at 11 A.M. The judges include Jim Hardiman, National Theatres, Los Angeles; C. H. Scott, manager of Greater Union's State Theatre, Sydney, Australia, and Albert Deane, Paramount International Films, New York.

TRADEWISE

By ONLOOKER

ABRAM F. MYERS, Allied States chairman and general counsel, last week noted with apparent satisfaction the unanimity of thought and action that characterized the recent annual conventions of Theatre Owners of America and his own organization. It is safe to assume that most of the trade was making the same observation with what must have been equal satisfaction. If in times such as these the two national exhibitor organizations, whose principal justification is to provide leadership for the exhibitors of America, cannot find common cause in their approach to the grave problems which beset those exhibitors, it would be nothing short of tragic. . . . The wonder is that with the similarity of aims the two organizations so pleasurably noted, Myers did not take the next logical step and propose a union, or at the very least, a joint working agreement of the two organizations. Many TOA leaders are on record as favoring such a move, or an outright merger, if deemed feasible, to provide a single national exhibitor organization. For years Allied has been the elusive bride. . . . Myers' recent appraisal of what the couple has in common just possibly might signal that the apprehensive bride has stopped running away. Could it mean a change of attitude within Allied which will make possible some progress at long last toward that goal of one national exhibitor organization? If so, it is most certainly in tune with the times and promises much of a constructive nature for exhibitors and the industry.

OBSERVERS noted what may be a significant angle to the recent disclaimer by Eric Johnston of a proposal that he call a meeting of exhibitors and distributors to discuss the orderly release of product and the announcement of release schedules by distributors as far in advance as possible. The angle was that Johnston gave every indication that the Motion Picture Association had considered the proposal seriously and at length and declined it only because it was felt that a joint meeting was not the best approach to the matter and that the work being done on it by Leonard Goldenson and Edward Hyman of AB-PT in their individual meetings with distributors was progressing satisfactorily, in any event. . . . In the past, MPA officials invariably have disclaimed any interest in assuming a role in purely trade practice problems of exhibitors and distributors, contending that such was completely outside the province of a trade association. That, actually, was the historic position insisted upon for the Association by the late Will H. Hays. Many credited it with having kept the Association from being named a defendant in the 1935 government anti-trust suit against the distributor members. . . . Johnston subsequently told the TOA convention in Miami that he will urge his members to do their utmost to properly space their top quality releases in the future. Could that mean a new policy for MPA of an active role in trade negotiations between the buyers and sellers of films?

FRENCH NATIONALS here of our acquaintance are pleading with all who will listen not to see the Brigitte Bardot starrer, "And God Created Woman." "It will give you such an erroneous impression of France and the French," they say. Sound familiar?. . . . And the New York film critics who have done so much for the picture have also written learned pieces on the manner in which false impressions of America are carried abroad by Hollywood films! . . . . The orderly release of pictures looms so vital to Robert L. McCracken, film buyer and booker for Arizona Paramount Corp. in Phoenix, that he composed a poem on the subject and dedicated it to Ed Hyman of AB-PT, who has been leading the struggle to achieve the spaced release of quality pictures.

'Chicago Tribune' Salutes Film Industr

Special to THE DAILY

CHICAGO, Dec. 5.—A salute Hollywood's Golden Jubilee, pa respect to both 1907, when "Gran had his choice of attending any of Chicago's 116 nickelodeons, w he sometimes called 'nickelos' short," and 1957, when Gran "would be thrilled by the wonder color, wide screen, stereoph sound, beautiful music, and a ga of new screen stars," has been g by the "Chicago Tribune" in the of a colorful full-page ad which appeared as a public service on t separate occasions.

The gratis ad was arranged thr Lambert Swatek, manager of "Tribune" amusement departm following the concentrated effort press chief Ed Seguin of Balaba Katz on behalf of promoting Jul activity on a local basis, and is a minder of Chicago's contribution the motion picture industry over years.

Plan British-Polish Co-Production Deal

From THE DAILY Bureau

LONDON, Dec. 5.—The com tion in principle of an agreemen the co-production of a film betw Britain and Poland based on the of Anglo-Polish novelist Joseph rad has been announced by prod Maxwell Setton, who has just retu here from Warsaw.

Full cooperation was promised the Polish authorities, Setton pointing out that the draft agree would be the means of allo Poland to participate in the w wide financial returns of the pic

Heller Dividend Up

CHICAGO, Dec. 5.—The boar directors of Walter E. Heller & has increased the regular quar dividend on common stock from cents to 30 cents per share and declared the following regular dends: $1 a share on the 4 per cumulative preferred, and $1.37 share on the 5½ per cent cumul preferred stock.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARLON BRANDO
in SAYONARA
Co-Starring RED BUTTONS
RICARDO MONTALBAN • JAMES GARNER
In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ~~published 13 times a year~~ as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 for Single copies, 10c.

December 29 through May 3

UNIVERSAL INTERNATIONAL 45th ANNIVERSARY DRIVE ★

Commemorating Universal's 45th Anniversary

To the world over
the sapphire is the symbolic gift in recognition
of 45 years...and in this tradition
Universal offers the "jewels" of its production
program...15 outstanding features designed
to shine brightly at your box office. Once again
Showmen everywhere are enthusiastically
invited to participate in this drive...and to
share in this most important single sales event
in U-I history. It is indeed an assemblage of
product with the widest possible "built-in appeal"
designed to fit the needs of every kind of theatre
in every type of situation.

Now, more than ever, it's U and I!

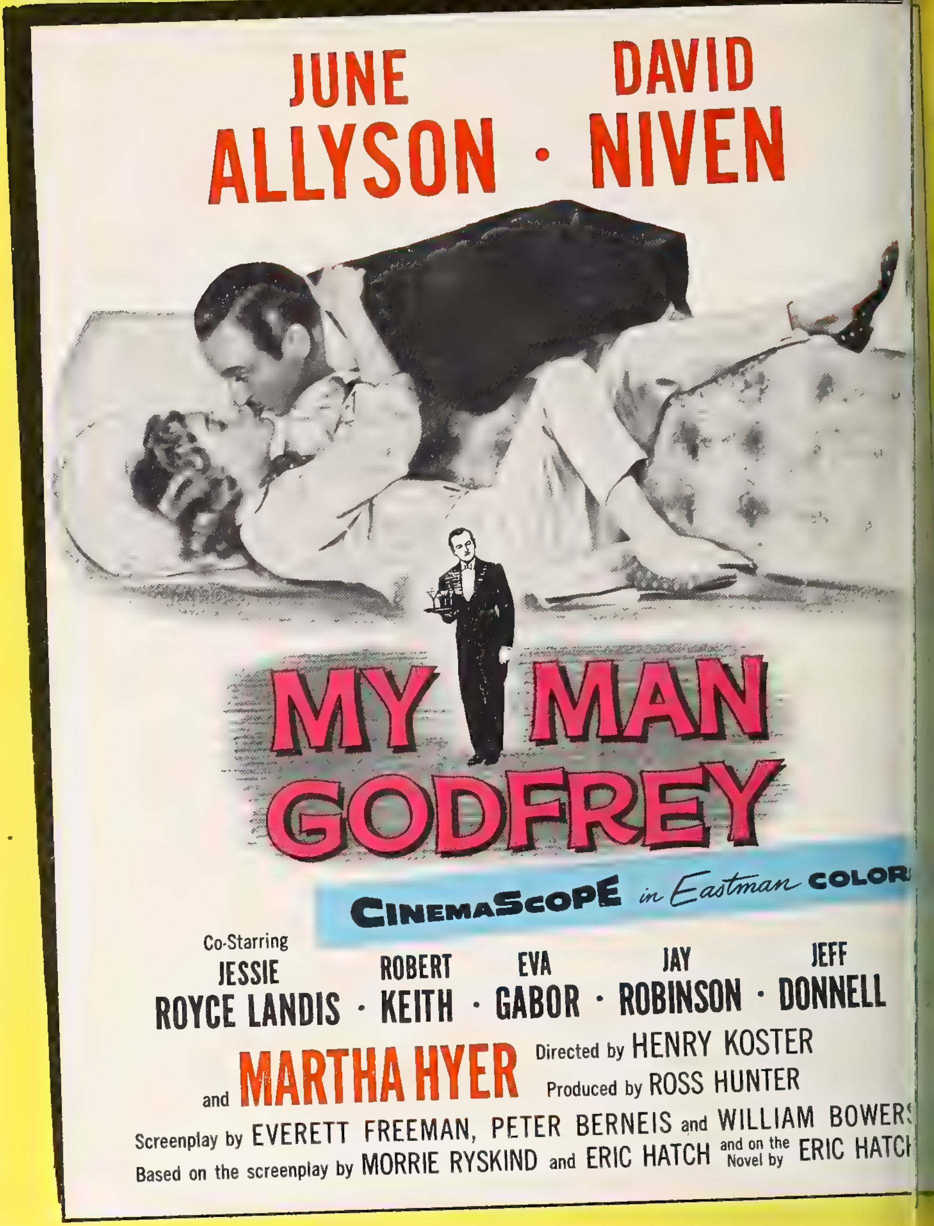
Universal International ®

UNIVERSAL INTERNATIONAL
45th
ANNIVERSARY DRIVE ★

December 29
through May 3

A glorious past . . .
a brilliant future . . .
45 years young!

Celebrating the Company's 45th Anniversary Year

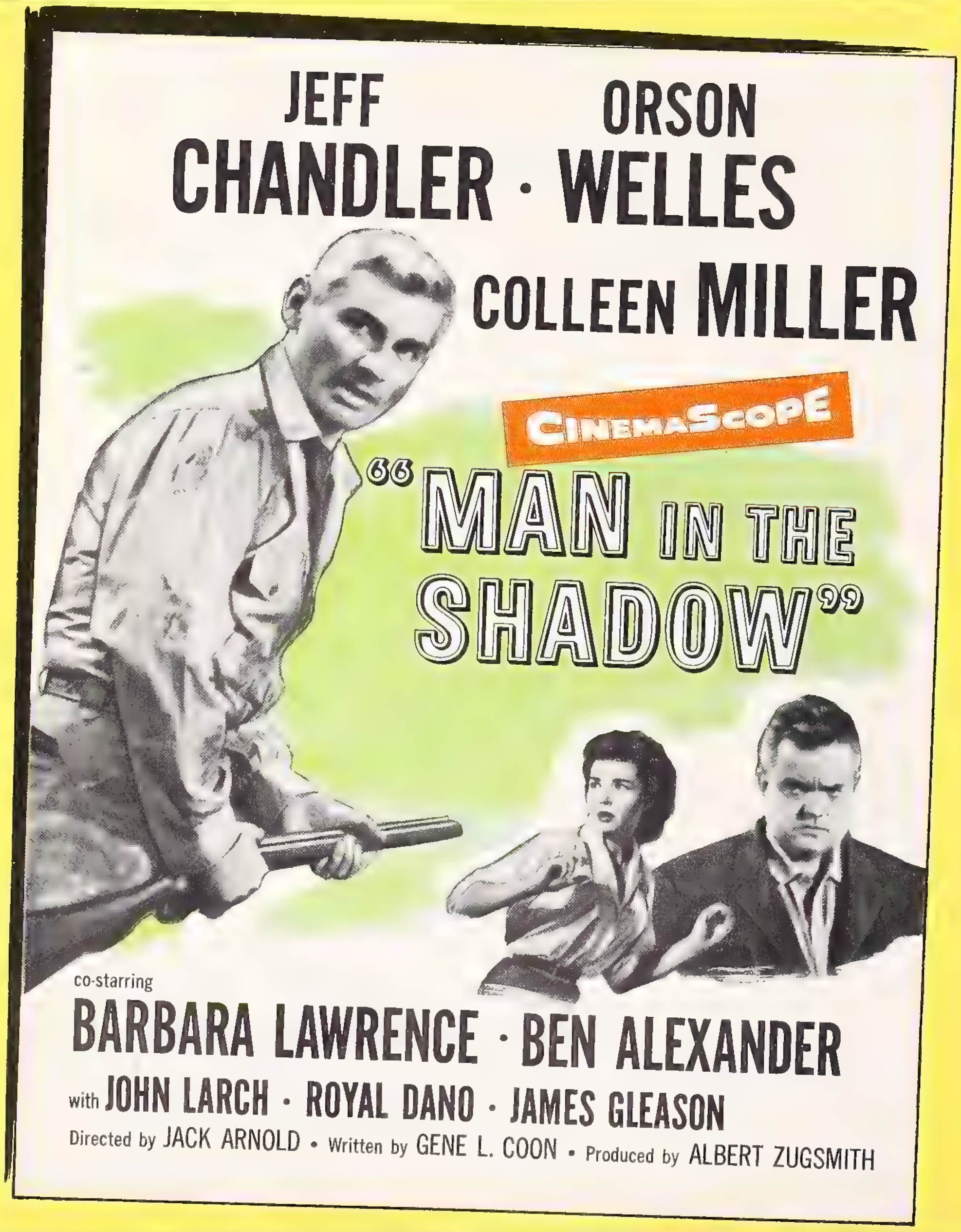


JUNE ALLYSON · DAVID NIVEN

MY MAN GODFREY

CINEMASCOPE in Eastman COLOR

Co-Starring
JESSIE ROYCE LANDIS · ROBERT KEITH · EVA GABOR · JAY ROBINSON · JEFF DONNELL
and MARTHA HYER
Directed by HENRY KOSTER
Produced by ROSS HUNTER
Screenplay by EVERETT FREEMAN, PETER BERNEIS and WILLIAM BOWER
Based on the screenplay by MORRIE RYSKIND and ERIC HATCH and on the Novel by ERIC HATC

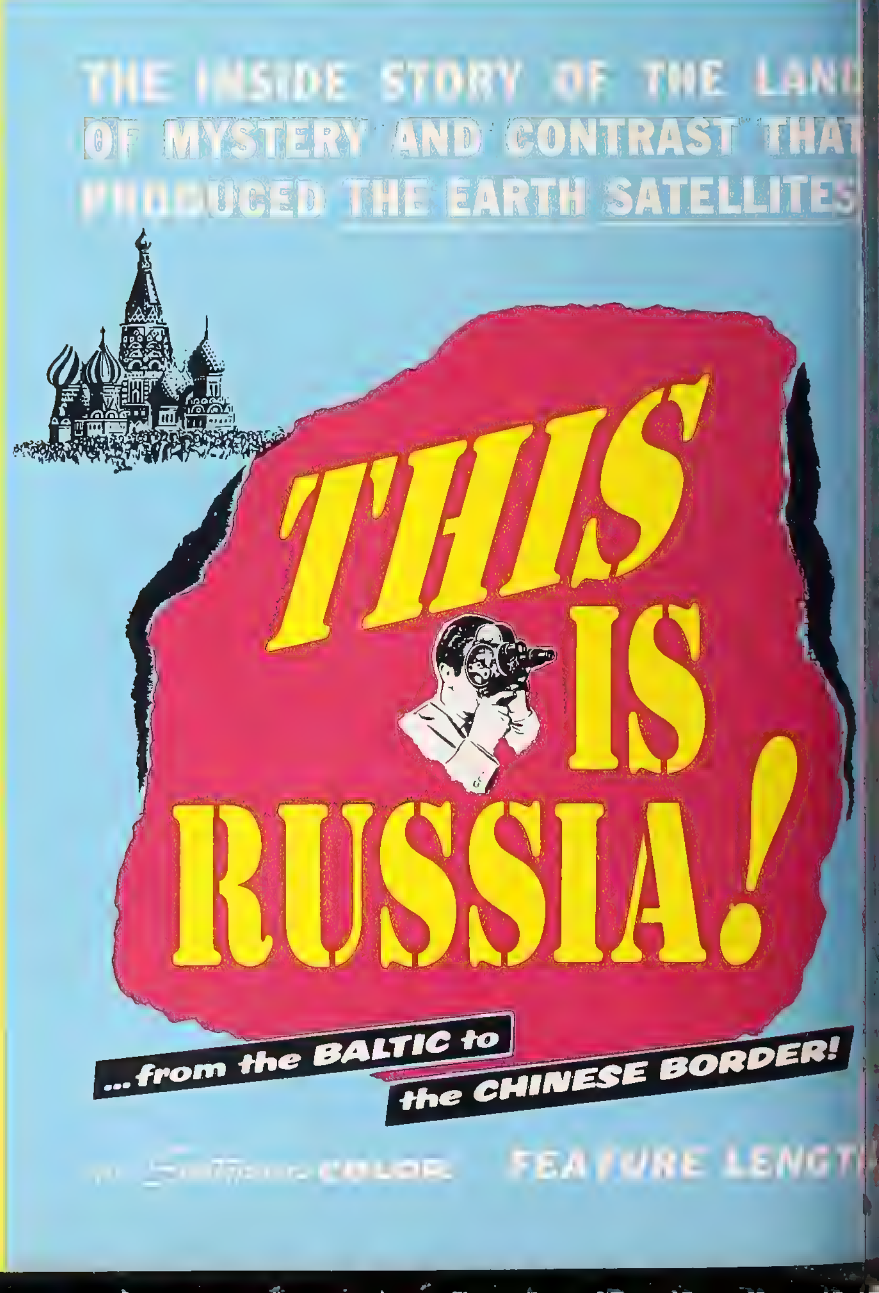


JEFF CHANDLER · ORSON WELLES
COLLEEN MILLER

CINEMASCOPE

"MAN IN THE SHADOW"

co-starring
BARBARA LAWRENCE · BEN ALEXANDER
with JOHN LARCH · ROYAL DANO · JAMES GLEASON
Directed by JACK ARNOLD • Written by GENE L. COON • Produced by ALBERT ZUGSMITH



THE INSIDE STORY OF THE LAN
OF MYSTERY AND CONTRAST THA
PRODUCED THE EARTH SATELLITES

THIS IS RUSSIA!

...from the BALTIC to the CHINESE BORDER!

in Eastman COLOR FEATURE LENGT

GLYNIS **JOHNS**
CAMERON **MITCHELL**
REX **THOMPSON**
PATTY **McCORMACK**

"ALL MINE TO GIVE"

TECHNICOLOR

with
ERNEST TRUEX · HOPE EMERSON · ALAN HALE
SYLVIA FIELD · RETA SHAW · Directed by ALLEN REISNER
Screenplay by DALE and KATHERINE EUNSON · Produced by SAM WIESENTHAL
AN RKO RADIO PICTURE · A UNIVERSAL-INTERNATIONAL RELEASE

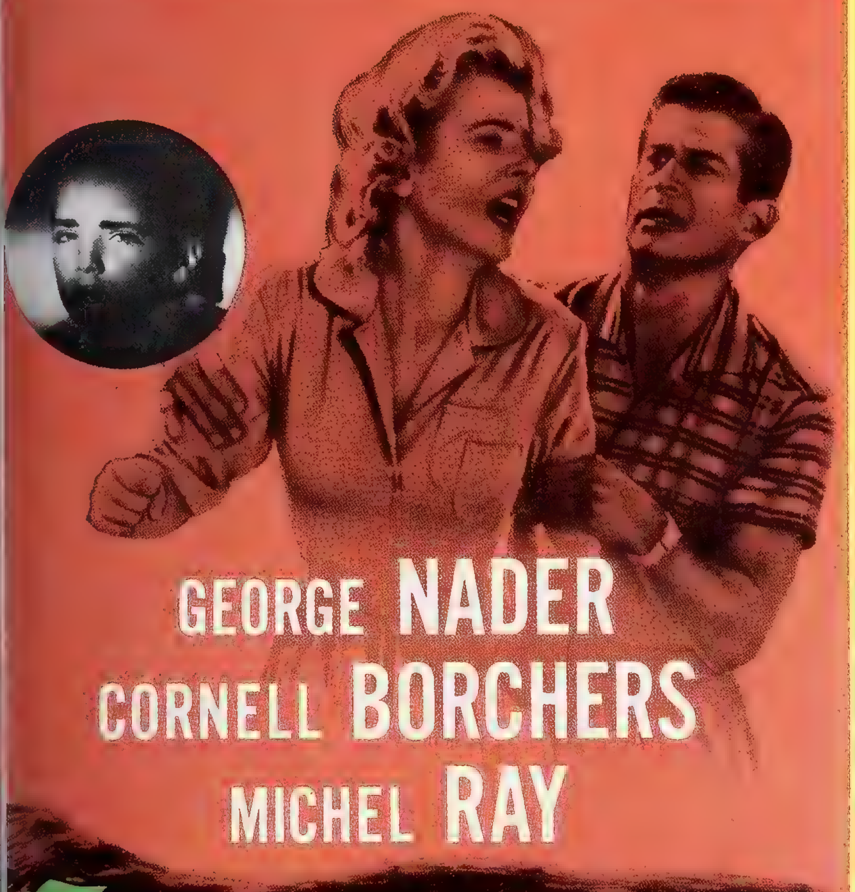
BASED ON "PYLON" by WILLIAM FAULKNER

ROCK **HUDSON**
ROBERT **STACK**
DOROTHY **MALONE**
JACK **CARSON**

The TARNISHED ANGELS

CINEMASCOPE

co-starring
ROBERT MIDDLETON with ROBERT J. WILKE · Directed by DOUGLAS SIRK
Screenplay by GEORGE ZUCKERMAN · Produced by ALBERT ZUGSMITH



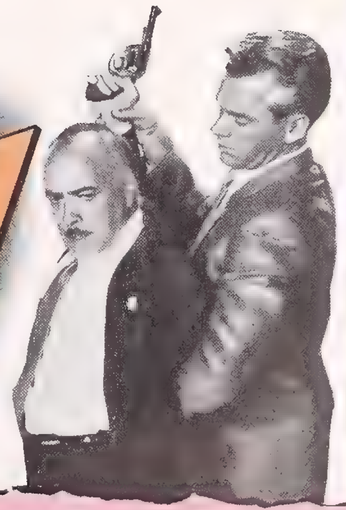
GEORGE **NADER**
CORNELL **BORCHERS**
MICHEL **RAY**

FLOOD TIDE

CINEMASCOPE

with JUDSON PRATT · JOANNA MOORE · Directed by ABNER BIBERMAN
Screenplay by DOROTHY COOPER · Produced by ROBERT ARTHUR

KEITH **ANDES** · MAGGIE **HAYES**
GENE **EVANS** · LYNN **BARI**
JEFFREY **STONE** · ANN **ROBINSON**



DAMN CITIZEN!

They lifted the lid on Louisiana, once the most vice-ridden state in all America!

Directed by ROBERT GORDON
Written by STIRLING SILLIPHANT · Produced by HERMAN WEBBER

UNIVERSAL INTERNATIONAL 45th ANNIVERSARY DRIVE

December 29
through May 3

A glorious past...
a brilliant future...
45 years young!

Celebrating the Company's 45th Anniversary Year

JUNE ALLYSON · DAVID NIVEN

MY MAN GODFREY

CINEMASCOPE in Eastman COLOR

Co-Starring JESSIE ROYCE LANDIS · ROBERT KEITH · EVA GABOR · JAY ROBINSON · JEFF DONNELL and MARTHA HYER

Directed by HENRY KOSTER · Produced by ROSS HUNTER

Screenplay by EVERETT FREEMAN, PETER BERNEIS and WILLIAM BOWERS

Based on the screenplay by MORRIE RYSKIND and ERIC HATCH and the novel by ERIC HATCH

JOHN SAXON
JUDY MEREDITH
JOHN WILDER
ROD McKUEN · JILL ST. JOHN
GEORGE WINSLOW
and MOLLY BEE

Summer Love

FAY WRAY · Directed by CHARLES HAAS · Produced by WILLIAM GRADY, JR

WILLIAM RAYNOR and HERBERT MARGOLIS

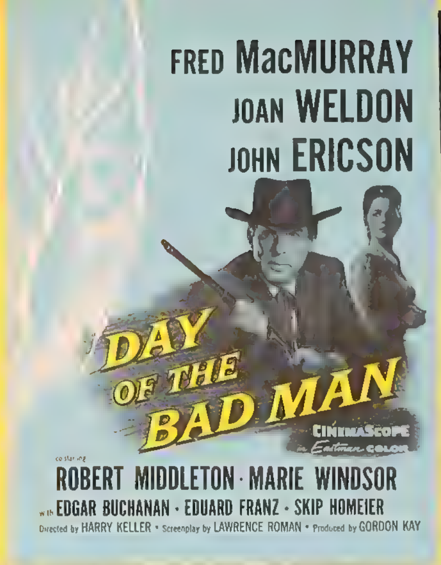
CHARLIE BARNET · BUDDY BREGMAN
ALAN COPELAND · THE DEL VIKINGS
THE DIAMONDS · FATS DOMINO
THE FOUR ACES · HARRY JAMES
THE LANCERS · FREDDY MARTIN
THE MILLS BROTHERS · RUSS MORGAN
GEORGE SHEARING AND THE QUINTET
JERI SOUTHERN
THE BILL THOMPSON SINGERS
THE CAL TJADER QUINTET
And Starring GOGI GRANT

The BIG BEAT

WILLIAM REYNOLDS
ANDRA MARTIN
JEFFREY STONE

with Rose Marie · Hans Conried · Bill Goodwin · Howard Miller

Written by DAVID P. HARMON · Produced and Directed by WILL COWAN


FRED MacMURRAY
JOAN WELDON
JOHN ERICSON

DAY OF THE BAD MAN

CINEMASCOPE in Eastman COLOR

co-starring ROBERT MIDDLETON · MARIE WINDSOR

with EDGAR BUCHANAN · EDUARD FRANZ · SKIP HOMEIER

Directed by HARRY KELLER · Screenplay by LAWRENCE ROMAN · Produced by GORDON KAY

GEORGE GOBEL
DIANA DORS

I married a woman

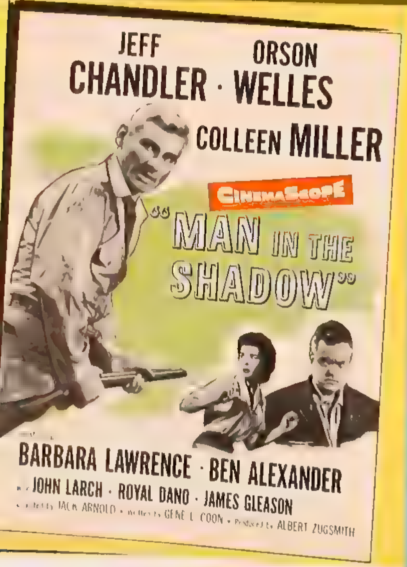
(and they're the best kind!)

ADOLPHE MENJOU

with JESSIE ROYCE LANDIS · NITA TALBOT
WILLIAM REDFIELD · STEVE DUNNE

Directed by HAL KANTER · Written by GOODMAN ACE · Produced by WILLIAM BLOOM

AN RKO RADIO PICTURE · A UNIVERSAL-INTERNATIONAL RELEASE


JEFF CHANDLER · ORSON WELLES
COLLEEN MILLER

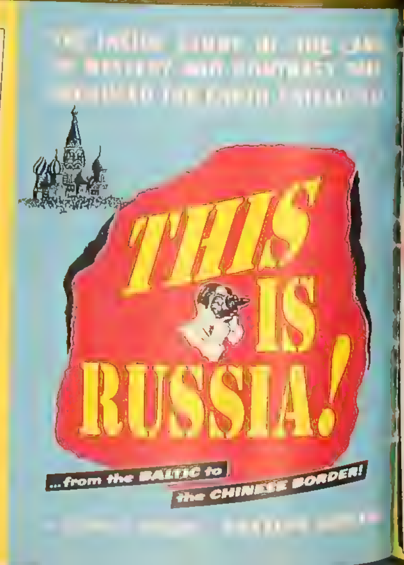
CINEMASCOPE

"MAN IN THE SHADOW"

BARBARA LAWRENCE · BEN ALEXANDER

with JOHN LARCH · ROYAL DANO · JAMES GLEASON

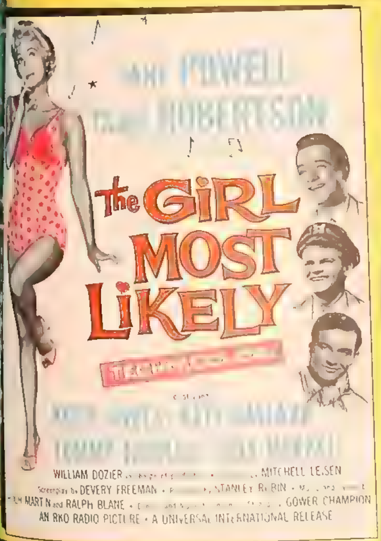
Directed by JACK ARNOLD · Written by GENE L. COON · Produced by ALBERT ZUGSMITH


[illegible]

THIS IS RUSSIA!

...from the BALTIC to the CHINESE BORDER!

[illegible]


JANE POWELL
CLIFF ROBERTSON

The GIRL MOST LIKELY

[illegible]

WILLIAM DOZIER · [illegible] MITCHELL LEISEN

Screenplay by DEVERY FREEMAN · [illegible] STANLEY RUBIN · [illegible]

HUGH MARTIN and RALPH BLANE · [illegible] GOWER CHAMPION

AN RKO RADIO PICTURE · A UNIVERSAL-INTERNATIONAL RELEASE

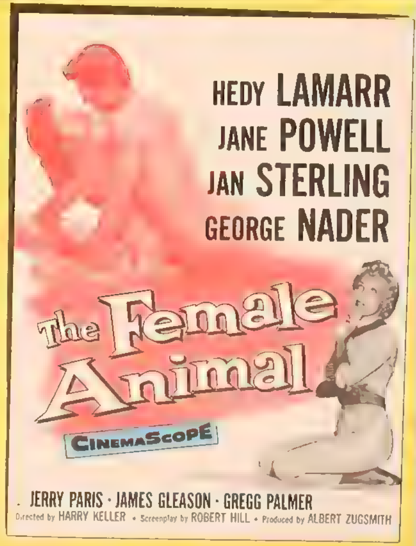
CHARLTON HESTON · JANET LEIGH · ORSON WELLES

TOUCH OF EVIL

co-starring AKIM TAMIROFF
JOSEPH CALLEIA

with "Guest Stars" MARLENE DIETRICH · ZSA ZSA GABOR

Directed by ORSON WELLES · Screenplay by ORSON WELLES · Produced by ALBERT [illegible]

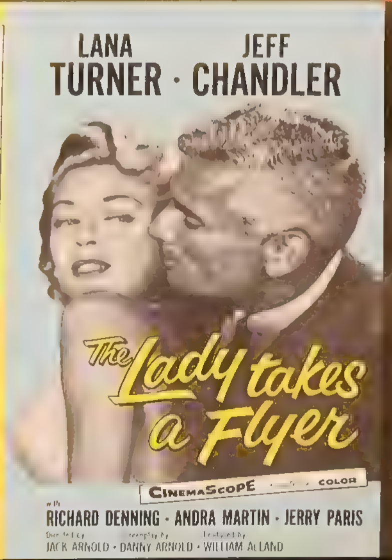

HEDY LAMARR
JANE POWELL
JAN STERLING
GEORGE NADER

The Female Animal

CINEMASCOPE

JERRY PARIS · JAMES GLEASON · GREGG PALMER

Directed by HARRY KELLER · Screenplay by ROBERT HILL · Produced by ALBERT ZUGSMITH


LANA TURNER · JEFF CHANDLER

The Lady takes a Flyer

CINEMASCOPE [illegible] COLOR

with RICHARD DENNING · ANDRA MARTIN · JERRY PARIS

Directed by JACK ARNOLD · Screenplay by DANNY ARNOLD · Produced by WILLIAM ALLAND

... *and* these Pictures Currently in Release!

"MAN OF A THOUSAND FACES"
in CinemaScope
★
"QUANTEZ"
Eastman COLOR in CinemaScope
★
"The UNHOLY WIFE"
Technicolor
★
"SLAUGHTER ON 10th AVENUE"
★
"ESCAPADE IN JAPAN"
Technirama · Technicolor
★
"SLIM CARTER"
Eastman COLOR
★
"THE MONOLITH MONSTERS"
★
"LOVE SLAVES OF THE AMAZON"
★
"THE VIOLATORS"
★

December 29 through May 3

UNIVERSAL INTERNATIONAL 45th ANNIVERSARY DRIVE ★

Now, more
ever, it's U a

Celebrating the Company's 45th Anniversary Year

Universal International ®

... and there's always

"TAMMY AND THE BACHELOR"

LITHO. IN U.S.A.

Charities Committee Drive Now 91% to Its Goal

From THE DAILY Bureau

HOLLYWOOD, Dec. 5. – Today, two weeks before the Permanent Charities Committee campaign ends, the 1958 drive has reached 91 per cent of its goal, campaign chairman James Stewart reported. A total of 22,626 individuals have contributed $1,225,000 to date, said Stewart.

Video Threat

(*Continued from page 1*)

manship Award winner, was entertained at a luncheon at the Lotos Club here yesterday by Capt. Harold Auten, G.U.T.'s American representative. Charles Hacker, now assistant to the president of Radio City Music Hall, and a former Quigley Grand Award winner, also was a guest.

Scott reported that several large cities, such as Brisbane and Adelaide, still have no television. Six stations, two of which are government-owned, are in operation and there are approximately 130,000 receiving sets in use. Most of these are concentrated in Melbourne and Sydney. Set owners must pay $14 for a license. Radio receiving sets require a separate license fee of $5.

Drive-ins Popular

Drive-ins, also recent innovations in Australia, are doing well, Scott reported. Loew's operates a twin-screen drive-in at Sydney, which is proving popular.

The visitor remarked on the camaraderie which he said exists among Australia's competing circuits, G.U.T. and Hoyt's, as well as among Australian exhibitors generally. Joint action is readily obtained in matters of common interest, he said, and is particularly effective in the realm of civic and charitable endeavors in which the theatres participate.

A recent audience collection for the relief of flood victims was a tremendous success through the cooperation of the circuits, Scott reported. An annual drawing, conducted in alternate years by G.U.T. and Hoyt's, for prizes contributed by manufacturers and dealers, realized £36,000 ($100,400) for the Australian Motion Picture Benevolent Fund, which aids needy members of the industry there. Tickets for the prizes are sold separately and drawings are held on the stage. Also sharing in the proceeds is the Crippled Children's Society. Such civic-spirited activities are of obvious value in strengthening the theatres' community relations.

Likes Music Hall and Roxy

Asked what had made the greatest impression on him in the course of his trip to date, Scott named the Music Hall and Roxy Theatre stage productions here; his first sight of the Bay of Naples, and the recent Royal Film Performance at Rank's Leicester Square Odeon attended by Queen Elizabeth, and with M-G-M's "Les Girls" as the feature.

Scott is scheduled to leave here early next week for the West Coast, continuing to Hawaii and Sydney thereafter.

Conciliation Is Seen Off to a Slow Start

(*Continued from page 1*)

distributors. Some discussions described as friendly were held, but no shift in clearance has been made.

Trueman Rembusch, who was engaged in a dispute with Paramount over his pay-what-you-wish method of showing "The Ten Commandments" in one of his Indiana Theatres sent a letter to the National Conciliation Committee complaining that he had been unable to conciliate grievances with Paramount. This drew a hot reply from Louis Phillips, vice-president and general counsel for Paramount, to the effect that the matters Rembusch wanted to conciliate were already the subject of litigation.

Thornton Case Pending

George Thornton, operator of Thornton's Orpheum at Saugerties, N. Y., 13 miles from Kingston where Walter Reade has two four-wall theatres and a drive-in on Route 9-W, notified the Albany exchanges late in November that he intended to file a formal request for the end of Reade's clearances over his Saugerties house. The case has not been filed as yet, because of an unusual complication. Reade's houses at Kingston are served out of the New York exchanges and Thornton's house is served out of Albany.

Marcus Has Plans

Ben Marcus, president of the Wisconsin Allied unit, issued a statement saying he was going to take the subject of Milwaukee clearances up for conciliation talks.

Under the conciliation setup first steps are between complainants and exchange managers, so that, if possible, local agreements can be reached. Some of the home offices expect to hear of pending or settled cases before the end of December.

Very little interest is being displayed by exhibitors in the metropolitan area of New York. The Metropolitan Motion Picture Theatre Owners took no part in either the conciliation talks or the unfinished arbitration talks. None of the members has filed a case. The Independent Theatre Owners Association has been quiescent to date.

Regional Allied units have been asked by Abram F. Myers, board chairman and general counsel, to keep records of cases and to forward copies to him. He is awaiting the first of these.

TOA Uninformed

The Theatre Owners of America New York office is in the dark about general developments.

Under the arbitration system set up by U.S. District Judge Goddard before the anti-trust trial a large percentage of the cases heard by the American Arbitration Association offices were on clearances, and a series of precedents was set up by the appeals board. Concilation has no appeals board.

Dismiss Maryland Suit Against Eight Majors

Special to THE DAILY

WASHINGTON, Dec. 5.–An anti-trust suit against the eight major film companies filed by the Villa Theatre in Rockville, Md., a suburb of Washington, was dismissed here yesterday by Judge Alexander Holtzoff. In the suit, which was filed in February 1956, the Villa had charged "conspiracy" by the film companies and asked to play pictures day-and-date with downtown Washington theatres instead of waiting for a 21-day clearance. Damages totaling $660,000 were sought by the theatre.

The court found in its decision yesterday that the 21-day clearance was proper and ruled that conspiracy had not been proved. Representing the plaintiff was Orsinger and Dooley, while the defendants' case was presented by John F. Caskey and William R. Glendon of Dwight, Royall, Harris, Koegel and Caskey.

Boasberg to WB Tues.

Charles Boasberg, veteran industry executive, will assume his new position as general sales manager of Warner Bros. Pictures next Tuesday, it was announced yesterday by Benjamin Kalmenson, the company's executive vice-president.

'Legend' Here Dec. 21

"Legend of the Lost" will open at the Capitol Theatre here on Saturday, Dec. 21, according to United Artists.

AB-PT Purchases

(*Continued from page 1*)

sidiary, Leonard H. Goldenson, president of AB-PT, announced. Goldenson also announced the appointment of Ralph Beaudin as general manager of KQV and as vice-president of Allegheny. Goldenson is president of Allegheny.

KQV operates with 5000 watts on 1410 kilocycles in the eighth market in the United States.

American Broadcasting-Paramount Theatres also owns and operates radio stations WABC, New York; WXYZ, Detroit; KABC, Los Angeles, and KGO, San Francisco. It holds a 50 per cent interest in WLS, Chicago.

'Specialized' Pictures Industry Need: Maxwell

By presenting specialized types of motion pictures, which have appeal to all types of audiences, "a theatre is doing service to its community, is a credit to the industry, and is making money at the same time," producer Captain I. R. Maxwell told the press here yesterday at the British Book Center.

In Great Britain, where Maxwell's film production, "The Bolshoi Ballet," is currently playing in key city theatres under advanced admission "hard-ticket" policies, it is outgrossing many other top attractions, he said. "Theatres need something like that to get the public's attention," Maxwell said. Rank Film Distributors will release the ballet film in this country.

Karloff Signs for Film

Boris Karloff has signed to start in "Frankenstein, 1960," which will be produced by Aubrey Schenck and Howard W. Koch in association with Edwin F. Zabel and distributed by Allied Artists.

Seek to Pull Trade Back To Area Near Medford

Special to THE DAILY

MEDFORD, Mass., Dec. 4.–An organized effort to restore the popularity of the Wellington Circle shopping center and drive-in theatre has been started by Harry Browning, general manager of the theatre.

Reconstruction of the highways and a new bridge have cluttered the place up so much during the past year that automobiles have been avoiding it. The bridge is now finished. Browning got in touch with 20 merchants, the Chamber of Commerce and Kiwanis, Rotary and Lion's Clubs. They will meet next Monday at the Howard Johnson Restaurant to discuss promotional ideas.

Loew Manager Moves

Eugene Picker, vice-president of Loew's Theatres, has announced a number of managerial changes, each providing increased responsibilities. Clyde Fuller, manager of Loew's Kings, Brooklyn, will move to Loew's State, Broadway, with Harry Greenman shifting to Loew's Mt. Vernon in Westchester, replacing Seymour Brond, who moves to Loew's 46th Street, Brooklyn. Dorothy Solomon will go from Loew's 46th to Loew's Oriental, succeeding Danny Cohen, who will fill the King's vacancy.

Fox Moves Up 'Juggler'

Terrytoons' "The Juggler of Our Lady," CinemaScope short subject being released by 20th Century-Fox, will be pre-released in 170 key-city, first-run situations for the Christmas holidays. It was originally scheduled as a 1958 Easter release.

Television Today

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual ***MOTION PICTURE DAILY-FAME*** *poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports. (Results of this year's poll will be published early in January.)*

Jesse Chapman, Roanoke Times and Roanoke World-News, Roanoke, Va.: Too many commercials between breaks, as many as four—2 networks, 2 local. Too many great classics are loused up by making musicals of them instead of playing them exactly as written.

Arthur Grace, The Miami News, Miami, Fla.: My principal gripe is Sunday conflict between CBS and NBC. No problem in choosing Steve Allen over Ed Sullivan, but "Omnibus" and "Outlook" are opposed by "Twentieth Century" and "Seven Lively Arts." Competition is all right —but not when there are so very few really outstanding programs available.

Ann Mosher, TV Radio Mirror, New York: Tendency of networks to schedule highly superior material across the board robs general viewing public of exposure to about half of the very best things to appear on screen.

William H. Pohle, The Herald-News, Passaic, N. J.: Most of the news shows on TV make persons like their old radios better and better. Bring back the old kinescopes of Berle (before he became "artistic" (?) so we can get a laugh out of his slapstick stuff. And as for sportscasters—I'll welcome the day another Graham McNamee appears—even if it is on or in a satellite.

Joe Giumette, Lorain Journal, Lorain, O.: More talent, less waste of time—Let's get Coca & Caesar back on—more **good, live comedy!**

Mary Edwards, Herkimer Evening Telegram, Herkimer, N. Y.: I have heard comments that there are too many musicals and not enough dramatic shows available, especially on Saturday evening when people are home more than during week nights.

Social activities, such as club meetings are held mostly on week nights in small communities. We have only one channel here which carries National Broadcasting Co.

Robert De Lazaro, Plainfield Courier-News, Plainfield, N. J.: The most apparent major fault is to copy success, as demonstrated by the tide of mediocre Westerns, and the prevalence of big name stars of the motion pictures. New York, Chicago and other cities besides Hollywood have abundant professional talent. More money spent for writers and greater credit of writers to experiment with fresh and imaginative ideas is essential.

Clinton Andrews, Evening Telegram, Rocky Mount, N. C.: Shows seem to be improving this season.

Brainard Platt, Journal-Herald, Dayton, O.: Television has revealed itself as great imitator this season. A couple of adult westerns made a hit so everyone has a western. Someone was successful with lead in shots setting the theme for dramatic shows so everyone goes for lead ins. Now maybe a show will find only two short commercials will pay the way and everyone will get on that band wagon. Or is that asking too much?

FCC Defers Tryout of 'Subliminal Projection'

From THE DAILY Bureau

WASHINGTON, Dec. 5 — A proposed closed-circuit demonstration in Washington of "subliminal projection" has been deferred until after the first of the year, according to the Federal Communications Commission. The FCC said the Subliminal Projection Company of New York had informed the commission that technical and staff problems made it impossible to conduct the demonstration at this time.

Arranged with WTOP-TV

The commission had been arranging for the local demonstration over closed-circuit facilities offered by WTOP-TV.

Canadian Station Joins CBS-TV Network

Station CKBI-TV, Prince Albert, Saskatchewan, Canada, will become a secondary affiliate of the CBS Television Network effective Dec. 15, it was announced yesterday by Edmund C. Bunker, CBS Television vice-president and director of station relations.

CKBI-TV, which will operate on channel five, is owned and operated by Central Broadcasting Company Ltd., and will have the Canadian Broadcasting Company acting as its agent.

Who's Where

Bennett H. Korn has been appointed executive assistant to **Richard D. Buckley**, vice-president in charge of programming and sales for the DuMont Broadcasting Corp. Korn is a vice-president of DuMont Broadcasting and station manager of WABD. He will assume the additional supervisory duties over station WTTG in Washington and all DuMont TV syndicated operations, including the sports network.

□

Michael J. Minahan has been named business manager of the American Broadcasting Network.

□

David Scott has been appointed to the newly created post of New England division manager of NBC Spot Sales.

Marshall Grant Dies

HOLLYWOOD, Dec. 5 — Funeral services will be held tomorrow afternoon at Hollywood Cemetery chapel for Marshall Grant, 47, theatrical and television film producer, who died yesterday, unexpectedly, following a heart attack.

The deceased entered the film industry in 1936, following a career in stage writing, and held various posts at Universal Pictures prior to turning to radio, later television, about 1950. He was executive producer for Grosse-Krasne, Inc., at the time of death. His widow and two children survive.

'Front Page' Series

Richard and Ed Simmons have concluded a deal to produce a telefilm series based on the Ben Hecht-Charles MacArthur play, "The Front Page." Hecht and Helen Hayes MacArthur will share in the profits of the new show, a pilot film of which will go into production early in February.

2 Openings for 'Russia'

"This Is Russia," a feature length documentary film being released by Universal will open at the Loop Theatre in Chicago on Friday and the Embassy Theatre here next Monday as the first two in a series of key city December openings.

Grant La. Charter

BATON ROUGE, La., Dec. 5.—Cobena-Hardy Theatres, Inc., Rayne, La., has been granted a charter by Secretary of State Wade Martin to operate motion picture theatres. Authorized capital stock is $1,000.

Talks with UA

(*Continued from page* 1)

this week's issue of "Motion Pictu
Herald," published today.

Arthur Krim, Robert Benjami
Max Youngstein, William Heinema
and Arnold Picker were questione
by Quigley Publications editors f
almost two hours on the prese
status of the company, its futu
plans including its activities in t
television and record fields, and
the company's shift in product e
phasis including the releases sche
uled for 1958.

The interview is published in t
Herald as it was recorded, with ea
of the five executives giving th
answers in detail to the questions.
is presented in a special 12 pa
section of the issue.

Pirosh Is Disqualified At Goldwyn Suit Trial

Special to THE DAILY

SAN FRANCISCO, Dec. 5. — F
the third time in the past 54 hou
Bert Pirosh, chief film buyer for N
tional Theatres, was disqualified fr
testifying in the Samuel Goldw
monopoly suit in Federal Court he

On Wednesday, when Pirosh
tempted to dispute previous testimo
given by Joseph A. Walsh, statisti
expert in the Goldwyn organizati
attorney Joseph L. Alioto challeng
the witness' qualifications and Jud
Edward P. Murphy permitted the
fense to call Dr. Kenneth Beggs,
the Stanford Research Institute,
assemble data on which Pirosh co
testify, but when a $20,000 descre
ancy was detected by the alert Alio
Pirosh was again balked and told
return Thursday.

Overnight Walsh helped Beggs a
Pirosh to correct the figures, whi
concern comparison of rentals
Goldwyn sub-run films received fr
theatres in the RKO and Metro c
cuits in New York and Fox W
Coast houses. The FWC rentals
ways were much lower, the correct
schedule showed.

As Pirosh attempted, for the th
time to testify in the matter tod
Alioto again objected and up
Pirosh's admission he could only g
an opinion rather than testify
curately as to his own knowled
of the New York situation, Jud
Murphy upheld Alioto's objecti
commenting:

"With all due respect to
Pirosh, he is not qualified to test
to this character of information."

Miss Inglis Leaving WG

HOLLYWOOD, Dec. 5 — Writ
Guild America, West, today
nounced the release of Frances Ing
executive director since 1951, fr
her contract, effective next March
The contract had two years to ru

Miss Inglis originally resigned s
eral months ago but agreed to rem
in the post through impending ne
tiations with talent agents and ma
studios.

REVIEWS

he Monolith Monsters

niversal-International

Grant Williams, fast looming as one screendom's most prominent expo- nts of the constantly-fascinating ld of science-fiction (his last ef- rt, camera-front in "The Incredible rinking Man," found him really cing the melodramatic moments), is arred in this entertaining melodrama, oduced with brisk efficiency by the owing and able Howard Christie, d directed with equal competency John Sherwood.

The screenplay, by Norman Jolley d Robert M. Fresco, is based on a ory by Fresco and Jack Arnold, goes me of the prevailing science-fiction e better by coming up with rocks, ther than humans or animals, as the ch-villain. Williams portrays a geol- ist who has to battle rocks, splin- red fragments of a meteor that has unked down in the midst of Cali- rnia desertland.

Said rocks, when doused in water, ll a number of people—including llow geologist Phil Harvey—before illiams and the latter's school teach- girl friend, Lola Albright, square atters away for posterity.

unning time, 77 minutes. General assification. Release, in December.

A. M. W.

lell Ship Mutiny

ovina-Republic

Hartford, Conn., Dec. 5

Jon Hall, a selling point for the uth Sea-minded audience over the ears, has turned to the administra- ve end of film-making. He's listed executive producer of this fair-to- iddlin' Lovina Production released Republic.

When the camera focuses on the nderseas atmosphere, "Hell Ship utiny" contains top-tier entertain- ent, but aboard ship and on land, e dialogue, and the ensuing action, ave much to be desired.

Captain of a South Sea ship, trad- g among the islands Captain Hall ns smack into trouble, man-made, hen he pulls abreast of a favorite nding point. Ocean bandits John arradine and Mike Mazurki have the ale population under threat of gun- hipping and other un-delicate fates, hile seeking a vast fortune in pearls. he DeVallon Scott-Wells Root reenplay has Hall and crew taken risoner at about this point, and "Hell hip Mutiny" is off on a rather frus- ating who's-prisoner-now? type of otivation.

The underwater photography rates ccolades, although color, of course, ould have enhanced it. George Bil- on is associate producer, and direc- on was handled by Lee Sholem and lmo Williams.

unning time, 66 minutes. General lassification. Release, in December.

A. M. W.

'Kwai' Named By Guild As 'Special Attraction'

The Theatre Guild has selected Columbia's "The Bridge on the River Kwai" as a "special attraction" for its 100,000 subscribers across the country, according to Lawrence Langner, founder and director of the guild. This means that subscribers in 18 cities will be given 10 per cent reductions on preferential locations, either by mail or at the boxoffice. A letter from the guild is now being sent out.

Has Lists for 3 Cities

Of the four cities with definite opening dates—New York, Los Angeles, Boston and Miami Beach—the guild has subscription lists in the first three. The remaining 15 cities will be informed when dates have been set.

The American premiere will be at the RKO Palace, New York, December 18, with another big opening scheduled at the Egyptian, Los Angeles, the following night. The Miami Beach opening will be December 20 at the Lincoln. Boston's opening is scheduled at the Gary Theatre December 26.

Oscar Lagar Now Head Of N. Y. Bookers Club

Oscar Lagar is the new president of the Motion Picture Bookers Club of New York for 1958. He will be installed at the annual installation dinner and dance to be held at the Tavern-on-the-Green Jan. 20.

Other officers elected recently are: first vice-president, Etta Segall; second vice-president, Martin Perlberg; treasurer, David Bass; financial secretary, Marvin Friedlander; secretary, Ruth Lowenthal; sergeant-at-arms, Ben Levine; trustees, Fred Mayer and Sid Klein; directors, Ben Drexler, Max Fried, Ed Richter, Harry Margolis, Nat Stern and Kitty Flynn.

U-I Ad-Publicity Department Cut

Dismissal of six people from Universal's home office advertising and publicity department was reported yesterday following announcement of similar cutbacks at the studio. Those given notice here yesterday were Hilda Brennan, Paul Ross and Bert Hirshfield in the publicity department; Dick Richmond, exploitation, and two artists from the advertising department.

From THE DAILY Bureau

HOLLYWOOD, Dec. 5.—Universal-International Studio, continuing recent reductions in production personnel due to the company's having backlogged sufficient completed product to meet releases well into 1959, let out seven members of the studio advertising-publicity staff.

The department averages 25 to 30 members.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

CHARLES WOLK, son of the late E. H. Wolk, is carrying on the motion picture equipment parts business in Chicago established by his father, Ira Kotok is still the manager.

•

Ed Altman has sold the Capitol Stage Lighting Co. to J. B. Phillips, who will continue this well known theatrical lighting business.

•

Projection Optics Co. exhibited for the first time at the 1957 TESMA Trade Show in Miami Beach, a new transparency projector, called the "Transpaque II," which can be used also for rear projection. Film and television studios now use this type of projector to rehearse actors for actual scenes.

•

Ed Lachman, theatre owner and head of Carbons, Inc., Boonton, N. J., distributors of Lorraine Carbons, in the U. S., returned from a European trip bringing with him Lorraine's chief sales engineer, Jean Suquet.

•

Charles A. Karagheusian, chairman of the board of A. & M. Karagheusian, Inc., manufacturers of the "Gulistan" carpet, presided at the recent dedication of a new plant in Aberdeen, N. C. Besides Karagheusian, the governor of North Carolina and mayor of Aberdeen were among the speakers.

•

Midwestern Instruments, Inc., Tulsa, Okla., has purchased the Data Storage Devices Co. of California. The former owner, Francis A. Oliver, will build up its magnetic recording division in Tulsa, it is announced by Midwestern's chairman of the board, M. E. Morrow.

•

A beautifully designed, spiral-bound catalog in four colors, titled "Pepsi-Vision," has been circulated among all Pepsi-Cola bottlers to assist them in working closely with theatres on the various merchandising aids available. Perry Wachtel supervised the preparation of it in association with Norm Wasser.

•

For Miss Beverly Friedland, secretary to Merlin Lewis, executive secretary of TESMA, the organization's convention and trade show in Miami Beach was also something of a honeymoon. She was recently married to Arthur Hirshman, television engineer, and hubby joined her in the trip south.

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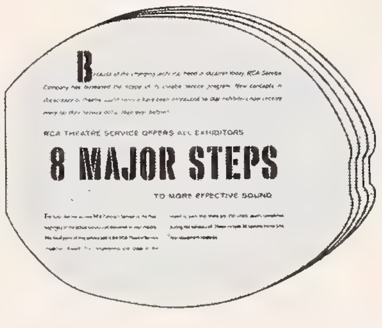

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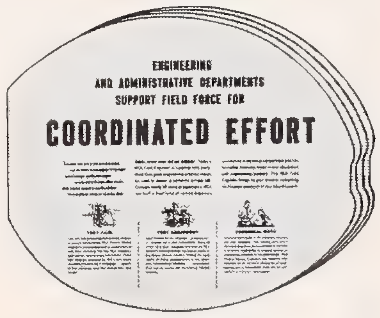

RCA Tmk(s) ®

Theatre Service
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, N.J.

PEOPLE

Edward Morey, Allied Artists vice-president, has been reappointed chairman of the motion picture division, Community Service Society of New York for the third consecutive year.

☐

Douglas G. Lotherington, managing director in Australia for RKO Radio Pictures, is retiring following an association of 24 years with the company.

☐

Tom Dowd has resigned as mid-west manager for United Motion Picture Organization, Chicago, where he has been handling the sale of UMPO product for the past two years and has had supervision of the Ziegfeld Theatre for the same organization.

☐

Robert M. Weitman, vice-president of CBS in charge of program development, has accepted the post of co-ordinator for the television industry on the American Committee for Israel's Tenth Anniversary Celebration.

☐

George M. Jones, former sales manager for Universal in Atlanta, and later transferred to Florida, has returned to Atlanta as office manager. He replaces **Bob Burnett,** now head booker.

☐

James Bruno, manager of the Capitol Theatre here and a veteran of 29 years with Loew's Theatres, has been elevated to the post of managing director of both the Capitol and State theatres, the circuit's two Broadway flagship houses.

☐

Peter J. Wilhousky, music coach, conductor and arranger and former choral aide to Arturo Toscanini and the NBC Symphony, has been elected to membership in the American Society of Composers, Authors and Publishers.

☐

William Nallan, formerly of Fox Movietonews, has joined Sound Recording, Inc., here as chief engineer.

Para. Slates Sales Meetings Next Week

A series of branch sales meetings will be conducted next week by Sidney Deneau, Paramount Western sales manager. The first will be held in Chicago with Bryan D. Stoner, Central division manager, and J. H. Stevens, branch manager, participating.

Deneau will hold meetings in Des Moines, Kansas City and St. Louis with respective branch managers G. R. Frank, Harry Hamburg and Harry Haas participating.

REVIEW:

This Is Russia

Universal-International

HOLLYWOOD, Dec. 5

PROCEEDING UNDER special permit and accompanied always by an Intourist guide whose duty it was to describe to him in English all that he saw, and at the same time make certain that he saw only the things listed on his permit, Sid Feder photographed, in the course of seven certified journeys behind the Iron Curtain, a wide diversity of places, people, institutions and activities. They are described interestingly herein and with a minimum of propaganda slanting by the gifted Carey Wilson. The 67 minutes of footage these co-producers have put together under the title of "This Is Russia" are minutes of engrossing information about that country.

Photographed in Eastman color and under varied conditions and circumstances, the footage is uneven in photographic quality, but the whole is powerfully effective in point of authenticity.

The Feder photographing was conducted in Moscow, Leningrad, Kiev, many other cities in both European and Asiatic Russia, in the farm areas and the small settlements between them. The city footage shows the spotless subway, which is Russia's proudest boast, and the ramshackle structures that are not. It shows the famous cathedrals of pre-Soviet Russia, externally, but Feder was not permitted to photograph their interiors, now converted to the purposes of anti-religious teaching.

The former palaces utilized now for workers' vacation retreats, the worshipping of the bodies of Lenin and Stalin by the populace, the presentations of ballet and concert, on State level, and the heavy-duty toil of the women of the nation, are shown in orderly sequence, with the narrator commenting again and again on the "gravely adult" expressions on the faces of young and old and in-between, a characteristic expression that speaks more eloquently than words can of the robot-civilization imposed by the Communist government.

The market value of the film is difficult to analvze. There is a sad box office story to be told about the Communist-labelled pictures released in the past. But at this point in history there could turn out to be a genuine demand for a plainly-indicated documentary on the subject of Russia, which is what this is. And it is more than likely that theatregoers seeing the picture will give it highly favorable word-of-mouth publicity.

Running time, 67 minutes. General classification. Release, in January.

WILLIAM R. WEAVER

Meet in S. F. Sunday On U.A. Spaced Policy

Special to THE DAILY

SAN FRANCISCO, Dec. 5 – The sales forces of 13 United Artists branches from three districts in the United States and Canada will convene here on Sunday at the inaugural session of the company's 1958 convention series. William J. Heineman, vice-president in charge of distribution, and James R. Velde, general sales manager, will preside at the meeting, which has been called to set detailed territorial plans for UA's spaced release program for 1958.

First of a Series

The gathering at the Cliff Hotel will be the first of a three-day series of meetings in San Francisco. Another three-day planning session will follow in Miami.

Home office executives taking part in the San Francisco convention include Max E. Youngstein, vice-president, and Al Fitter, Western division manager. Field chiefs attending are F. J. Lee, Midwest district manager; Ralph Clark, West Coast district manager, and Charles S. Chaplin, Canadian district manager.

Roger H. Lewis, national director of advertising, publicity and exploitation is scheduled to give details of the promotion drive to back the spaced release program.

33 Pictures Are in Production This Week

From THE DAILY Bureau

HOLLYWOOD, Dec. 5.–The production's total dropped from 35 to 33 with three new pictures started and five completed this week.

Started were: "Tennessee," Aurora Prod. (Paramount); "Ten North Frederick," CinemaScope (20th Century-Fox); "And Ride a Tiger" CinemaScope (Universal International).

Completed were: "Hell Raiders," Zuma Prod. (American International); "Terror in a Texas Town," Seltzer Films (United Artists); "Counterplot," J. H. Odell Prod (United Artists); "Take Five from Five," Jewell Ent. (Universal International); "Island of Lost Women" (Warner Bros.).

F. W. Allpo

(*Continued from page* 1)

French Legion of Honor decora
Allport is survived by his
Toni; two sons, Alexander W.
Peter W.; three brothers, Harold
Floyd H., and Gordon W.; and
grandchildren.

The Kinematograph Renters
ciety issued a statement today ex
sing sorrow at the death of All

In New York Eric Johnston,
ident of the MPEA, issued the fol
ing statement:

"Anyone who ever met Fay
Allport must grieve deeply at
sorrowing news from London of
sudden passing. His warmth of
sonality, his frank and outgoing c
acter, his sharp and intuitive un
standing made all men his friend f
the first moment. One always
better just being around Fayette
port. To the industry he loved
served so faithfully and so well,
loss is incalculable. Through all
years, in war and in peace, he
formed a brilliant job in London
the Association, for the whole
dustry, and he was in every res
a true friend and supporter of
British industry as well. In him
he symbolized the unity, the com
purpose of our two great indust

'We Have All Lost a Friend'

"We have all lost a friend, a c
panion, an associate and one who
lieved with all his heart that
future of the motion picture ev
where was great through mutual
operation."

From Washington Turner B. S
ton, director of the Motion Pic
Service of the United States
formation Agency, made the
lowing statement yesterday: "It
deeply distressing to learn of
passing of Faye Allport. His outsta
ing contribution to better internati
understanding through motion pict
is greatly appreciated by us all.
warm friendship and understand
will be deeply missed."

'Ten Commandments' Show for Deaf Set

Special to THE DAILY

NEWARK, Dec. 5–A special ef
to communicate the dialogue of "
Ten Commandments" to deaf pers
will be made at the Adams Thea
here December 15. Rev. C. Rol
Gerhold, pastor of St. Matthe
Lutheran Church for the Deaf,
be stationed at a spot where he
not interfere with the view of
screen.

Deaf persons will be grouped i
reserved section. Rev. Gerhold
wear white phosphorescent gloves
which black light will be beamed.
luminous makeup and lipstick
be obtained he will also communic
with lip readers. The managem
will supply booklets that synops
the film sequences and list the bibli
or historical sources of the picture.

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

82, NO. 110 NEW YORK, U.S.A., MONDAY, DECEMBER 9, 1957 TEN CENTS

ITORIAL

A.'s New Babies

By Sherwin Kane

TED ARTISTS' venture into he record and sheet music busi- esses which is being officially hed today with release of the two records bearing the United s label, is a logical extension e company's fundamental busi- which, of course, is the mer- lising of entertainment.

Max E. Youngstein, vice-presi- of U.A., in charge of the new d and music divisions in addition is normal executive functions, it: The public is not spending today on over-all entertainment. spending more than ever. Our will be to get as much of that tainment spending as we possibly We think the music field affords nuine opportunity.

ıe participation of motion picture ›anies in music business, both ds and publishing, has con- ed one of the bright chapters in stry history since the introduc- of sound films. Almost without ›tion it has been, and remains, rennially profitable operation for companies engaged in it.

ıere is no question that today record business is a growth in- y. Conservative estimates main- that within 10 years it will be a ›n dollar annual business.

•

principal patronage is in the young age group from which notion picture draws its strongest most constant support today. points up the extremely impor- exploitation value that music, es- ally records, possesses for films. e is, too, the sharing of the same ›nalities by films and the music ions, and their joint discovery development of new talents, to to the ways in which each com- ıents the other.

he enthusiasm and determination which Youngstein and his ex- ive assistant, Al Tamarin, go ıt their task of launching the U.A. music enterprises is in- ng and contagious, especially in e days of downbeat talk in many rters.

his corner confidently predicts such energy and enthusiasm will be denied. We wish the new U.A. ies the fullest measure of suc- . We're confident their future will a rewarding one.

Developing New Faces Needs Support of All: Youngstein

Max E. Youngstein is in favor of developing new faces, he said Friday during a press interview when the questioning got around to comments on Leonard H. Goldenson's three-point program for stimulating business, Goldenson had presented his ideas the previous day.

Youngstein emphasized that his comments were only his personal viewpoints and not those of United Artists.

"Will somebody tell me how to develop new personalities?" he asked.

"We try new faces, but the min-

(*Continued on page 4*)

Johnston Hails Aid of Films to World Freedom

Special to THE DAILY

DENVER, Dec. 8 — The American motion picture has made a "prodigious accomplishment" in communicating the values of freedom to the world, Eric Johnston, president of the Motion Picture Association of America, said here Friday in addressing a luncheon meeting of the 24th annual state conference of Colorado High School International Relations Clubs.

Eric Johnston

"Motion pictures are one means by

(*Continued on page 5*)

UA 9-Mo. Net $2,363,000

United Artists Corp. had net earnings for the first nine months of 1957 of $2,363,000 after provisions for taxes and year end adjustments, Robert S. Benjamin, chairman of the board, reported at the weekend. The earnings for the comparable period of 1956 were $2,256,000.

The gross world-wide film income for the first nine months of this year

(*Continued on page 4*)

NTA, Selznick Sign TV, Theatre Deal for 4 Films

Special to THE DAILY

HOLLYWOOD, Dec. 8.–Oliver A. Unger, president of National Telefilm Associates, Inc., and David O. Selznick, president of the Selznick Co., Inc., announced at the weekend the

(*Continued on page 4*)

Four Topics on Agenda At Toll-TV Meet Tonight

Industry policy on toll television will get a thorough going over tonight at a dinner at the Sheraton-Astor Hotel to be attended by leaders of four exhibitor organizations–Theatre Owners of America, Allied States Associa-

(*Continued on page 3*)

ITOA Urges Skouras Lead Way in Campaign to Set TV Clearance

The Independent Theatre Owners Association has urged Spyros P. Skouras, president of 20th Century-Fox, to "lead the way" in establishment of a definite policy for the entire industry in regard to clearance periods for theatres over the release of film to television. The declaration is contained in one of several resolutions passed by the ITOA at a meeting last week, the texts of which were released here at the weekend.

The Fox resolution refers to a "20th-Fox statement to the effect that the future of motion pictures lies in exhibition and that theatres have a right to regular established clearance on TV."

"Skouras," it states, "has on several occasions proved that he is a great industry leader. We are once again calling on him to lead the

(*Continued on page 2*)

Report on New Plans

25 Long-Play Records Set By UA in '58

Aid to Film Promotion Is Cited by Youngstein

By JAMES M. JERAULD
(Picture on Page 4)

Records are part of the total show business and total show business is big with no evidence that people are spending less for entertainment, says Max E. Youngstein, in explanation of United Artists' decision to go into both the record and sheet music business. He spoke at a press conference at the home office here on Friday.

Records are a natural expression of show business, in his opinion, and television is another expression. The same people are involved in both.

"We want to get a spectrum as

(*Continued on page 4*)

Republic Pictures Leaves MPAA and MPEA

Republic Pictures Corp. is resigning from the Motion Picture Association of America and Republic Pictures International Corp. is resigning from the Motion Picture Export Assn., it was announced at the weekend.

The Republic resignation leaves

(*Continued on page 2*)

Myers Hits Arbitration Delay; MPA Replies

Special to THE DAILY

WASHINGTON, Dec. 8.–Allied States Association issued a statement here at the weekend signed by Abram F. Myers, general counsel, saying the organization had not consented to the

(*Continued on page 4*)

Television Today Page 5

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, returned to New York at the weekend from Europe.

•

ARTHUR B. KRIM, United Artists president, returned to New York at the weekend from the Coast.

•

GEORGE MURPHY, head of M-G-M studio public relations, arrived in New York on Friday from the Coast.

•

DR. PAUL CZINNER, producer-director of the Rank Organization's "The Bolshoi Ballet," arrived in New York yesterday from Europe.

•

JOHN CASSAVETES and his wife, **GENA ROWLANDS**, left here yesterday for London via B.O.A.C.

•

HARRY PEASGOOD, executive of Technicolor, Ltd., returned to London on Saturday from New York.

•

PHIL ISAACS, Paramount assistant Eastern sales manager, is in Boston today from New York.

•

JAMES BOYLE, field representative for Rank Film Distributors of America, has left New York for the New England territory.

C. K. Feldman, Loew's in Talks for Studio Post

From THE DAILY Bureau

HOLLYWOOD, Dec. 8.—Negotiations are underway between Loew's, Inc., and Charles K. Feldman for the latter to join the company early next year to supervise the studio's independent producers. The move would not affect Benjamin Thau's position as the studio's administrative head.

Feldman, an independent producer and artists' representative, is president of Famous Artists Corp., and Famous Artists Agency, Inc. Among his production credits are "Red River," "A Streetcar Named Desire" and "The Seven Year Itch."

Allport Funeral Today

LONDON, Dec. 8—Funeral services, with cremation at Golders Green, are scheduled here tomorrow for Fayette W. Allport, European manager for Motion Picture Export Association of America, who died here Thursday morning following a heart attack.

Moss to Operate Odeon; Book Para. 'Elms' There

Charles B. Moss

Rank Film Distributors of America has entered into a management contract with Charles B. Moss, president of B. S. Moss Corp., to operate the Odeon Theatre (formerly the Central) on Broadway here which RFDA recently completed negotiations to lease, it was announced at the weekend by Kenneth N. Hargreaves, president of RFDA. In addition the Rank outfit has formed a subsidiary company. Odeon Theatres Corp., to take over the theatre.

The Odeon is now being extensively renovated and will be ready for reopening with Rank's "Pursuit of the Graf Spee" on Dec. 26. This will be followed by the Superscope version of Laurence Olivier's "Henry V."

Hargreaves also announced that the Odeon will play Paramount's "Desire Under the Elms" in a day-and-date booking with the Sutton, on which RFDA has just exercised its option for a lease for a further year. The opening date will be announced later.

Illinois Allied Endorses 11 National Resolutions

Special to THE DAILY

CHICAGO, Dec. 8. — Directors of Allied Theatres of Illinois on Friday ratified 11 of the principal resolutions adopted at Allied's national convention at Kiamesha Lake in October.

These consisted of resolutions for an accelerated depreciation writeoff for arbitrating waiting time rather than clearance, against "withholding 'The Ten Commandments'," on concentration of releases on holidays, on the acquisition by Paramount Pictures of Esquire Theatre.

Also, the need for clearance over television, rebuking Joseph Mankiewicz, supporting Academy Awards presentations, for staggered releases, deploring roadshows and special handling, and in favor of more color films.

20th-Fox Meet Held

20th Century-Fox field exploitation men from Kansas City, Boston, Philadelphia, Chicago and Cleveland were in New York at the weekend to confer with Charles Einfeld, vice-president in charge of advertising and publicity, and Rodney Bush, director of exploitation, on promotion plans for "The Enemy Below" and "Peyton Place."

ITOA-Skouras

(*Continued from page 1*)

industry out of its present dilemna, which was made so painfully clear by the policy statement of the Screen Producers Guild."

Skouras was enroute from Europe at the weekend, and officials at 20th-Fox declined to comment on the ITOA resolution in his absence.

The declaration of the SPG, which was also endorsed by the ITOA, called the release of theatre films to TV an "imprudent and ill-advised practice," which causes "irreparable harm" to the entire industry.

The ITOA resolution on Fox "enthusiastically" endorsed the company's fulfillment of promises made to exhibitors during 1957 with the delivery of evenly-spaced quality product throughout the year and for its pledge of continuance during 1958.

Arthur Krim Praised

In another resolution the ITOA endorsed United Artists' releasing program for 1958, "geared to fulfill exhibitor needs for spaced releases," and pledged its support of the company's program. Arthur Krim, president of UA, is commended in this resolution by Harry Brandt, president of ITOA, for promulgating "a distribution concept which promises both immediate and long-range relief to theatre men and the industry at large."

In other resolutions ITOA has recommended that film company presidents hold back the release of post-1948 films to free TV, urged that all consider the establishment of a definite TV clearance protection in favor of the theatres, and pledged the organization's support to a program of balanced distribution "in order that even spacing of product 52 weeks a year becomes a reality."

Citation to Bilgrey

Felix Bilgrey, associated with the Little Carnegie and World theatres, and Times Films, received a citation from the Association in recognition of his opposition to censorship.

Howard Minsky, eastern division manager of International Telemeter, addressed the group on Telemeter plans. At the next luncheon session of the association executives of Selectivision, which has proposed Pay-TV plans in the East, will speak.

William Namenson and Martin Levine will represent the ITOA in the deliberations of the Joint Committee on Toll-TV at the Sheraton-Astor Hotel here tonight.

More 'Small' Films Will Save US — Maye

By FLOYD STONE

Arthur Mayer, happy and "co
fortable" at 71 years, says he has li
through "crisis after crisis" in t
business, that in the past they w
licked with technical improveme
and marvelous leadership. But, n
he says:

"I don't think we are going to
saved."

Mr. Mayer sat in the board room
Paramount Friday afternoon and s
to newsmen that people in the ind
try, such as he, even at his age,
the ones who, because they und
stand what it needs, and have
taste and the experience, are the o
to save it.

"This is saving ourselves. We
going to have to have men like I
Men willing to make a few, two
three, pictures a year; men willing
take a risk. Through our own effo
not through inventions or brilli
leaders."

His Current Is 'High Hell'

Mr. Mayer has started the progra
He has a picture. It is "High He
financed and released through Pa
mount, and made by him and B
Balaban.

He hopes to make more. He has
eye on properties, on stars, and
players. He also has some comm
on picture making.

The picture is his first. He feels
a "middle picture"; that is, it c
about $350,000. And this is the k
of picture the industry needs.

Wonders About Others

He added that in his own conv
sations with the releasing compa
about future films, "they tell me
'wait and see how this picture is, a
then we'll talk'." Which raises
question to him, of how a produ
less financially fortunate than he s
vives.

His picture he made in Engla
(under quota) and in the Alps to sa
money and bring to the screen
reality of drama in snow and sto
sequences.

His case essentially, as he sees
rests upon these figures: 1948 — 4
pictures. 1956—262 pictures.

Republic Leaves

(*Continued from page 1*)

nine companies in both the MP
and the MPEA.

The remaining companies in t
MPAA are: Allied Artists, Columb
Loew's, Paramount, RKO Telerad
20th Century-Fox, United Artis
Universal and Warner Bros.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto
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Single copies, 10c.

our Topics

(*Continued from page* 1)

Metropolitan Motion Picture res Association, and Independen Theatre Owners Association.

of the topics will be whether t the group should endorse the tion passed at the TOA convenin Miami Beach opposing all of toll-TV. How to conduct a aign in Washington to further ons of the group in view of the on of the Federal Communica- Commission to authorize tollsts. Congressmen are very much sted in this and considerable opon has developed there.

Toll-TV Fund an Item

hird topic will be on a plan to funds to finance the work of the nittee Against Toll Television d jointly by Trueman Rembusch Philip J. Harling.

t work on the toll-TV opposition ashington has been handled by aw firm of Cohen and Marks. her to continue this arrangement e discussed.

ose who have accepted invitato attend are: MMPTO—Edward bian, Philip J. Harling, Emanuel h, Sol Schwartz, Leslie Schwartz, Mandel and D. John Phillips; —Harry Brandt, Martin Levine, am Namenson; Allied—Julius on, Trueman Rembusch, Abram yers and Wilbur Snaper; TOA—lian Brylawski, Ernest G. Stell- Herman Levy, Albert Pickus and h Alterman.

' Meet to Consider ck Option Plan

proval of a stock option plan "ind to encourage ownership of of Stanley Warner Corporation nportant employees and officers e corporation and its subsidiaries to provide additional incentive em to promote the success of the ess" will be sought at the com-'s annual meeting of stockholders ilmington, Delaware, on Thurs- Jan. 9, 1958.

der the terms of the option plan, h was approved by the company's of directors on Nov. 13, those granted options will be selected special committee composed of r three company directors. Simon abian, president, and Samuel Rosxecutive vice-president, are not le to receive options under the

plan calls for the reserve of 00 shares for options of not more 5,000 shares to any one individu- a price of $14 or 95 per cent of air market price on the date of ranting of the option, whichever gher.

e election of three directors will be held at the annual meeting. board of directors has nominated e-election to the board Harry M. ine, Maurice A. Silver and Dr. Charles F. McKhann, to serve for a term of two years and until their successors shall be elected and shall have qualified.

Ask High Court Review Of Eagle Lion's Suit

From THE DAILY Bureau

WASHINGTON, Dec. 8 — Eagle Lion and its affiliate producer-distributors, PRC Productions and Chesapeake Industries, have asked the Supreme Court to review their treble-damage anti-trust suit for $1,251,000 against Loew's, RKO Theatres and RKO Film Booking Corp. Eagle Lion contends that Loew's and RKO, which owned the two "dominant" first neighborhood run theatre circuits in Metropolitan New York during the pre-divorcement era, totalling some 100 theatres, violated the Sherman Act by combining from 1946-1950 to prevent it from distributing films to those theatres "on a competitive basis," through favoritism to their six distributor co-defendants in the Paramount case, and discriminated against independent distributors.

Rejected in Lower Court

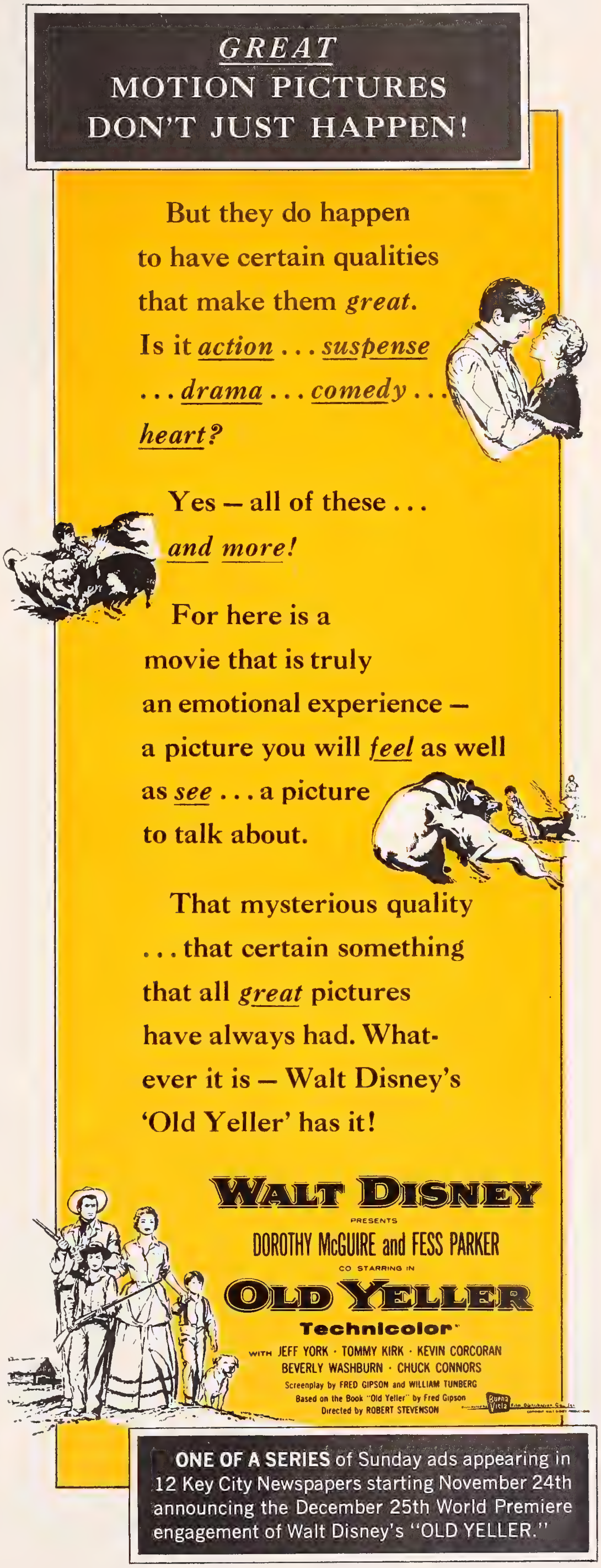
The lower courts held against Eagle-Lion, with the second circuit court of appeals, by a 2-1 split decision, rejecting the companies' argument that the Paramount decision was prima facie evidence against the defendants, under the section of the Clayton Act which states that a final judgment in an anti-trust suit brought by the Government may be so used.

Eagle Lion had relied on the Paramount case to establish the alleged conspiracy, and the review petition pointed out that the Paramount case specifically dealt with the first neighborhood run in New York, with the court finding that Loew's and RKO "arbitrarily divided the product of their co-conspirators."

'Peyton Place' Showings On Limited Runs Basis

Twentieth Century-Fox has decided on a special handling, limited engagement policy for "Peyton Place," according to Alex Harrison, general sales manager. It will open in 24 key cities starting Dec. 12 on both coasts. The Roxy Theatre will start a run Thursday. The coast premiere will be in the Beverly Theatre, with two others in Los Angeles following.

The remaining engagements to date are: Washington—Palace; Kansas City—Tower; Seattle—Fifth Avenue; St. Louis—St. Louis; Denver—Centre; Salt Lake City — Centre; Minneapolis—State; St. Paul—Riviera; Cleveland—Hippodrome; Detroit — Fox; New Haven—College; Baltimore—Century; Portland—Orpheum; Buffalo—Century; Worcester—Poli; Des Moines—Paramount; Indianapolis—Indiana; Springfield (Mass.)—Poli; Oklahoma City—Criterion, Tower; Pittsburgh—Harris; Rochester—Paramount; Akron—Colonial; Syracuse—Paramount; Portland—Empire; Hartford—Poli.



GREAT
MOTION PICTURES
DON'T JUST HAPPEN!

But they do happen
to have certain qualities
that make them *great.*
Is it *action* . . . *suspense*
. . . *drama* . . . *comedy* . . .
heart?

Yes — all of these . . .
and more!

For here is a
movie that is truly
an emotional experience —
a picture you will *feel* as well
as *see* . . . a picture
to talk about.

That mysterious quality
. . . that certain something
that all *great* pictures
have always had. Whatever it is — Walt Disney's
'Old Yeller' has it!

WALT DISNEY
PRESENTS
DOROTHY McGUIRE and FESS PARKER
CO STARRING IN
OLD YELLER
Technicolor
WITH JEFF YORK · TOMMY KIRK · KEVIN CORCORAN
BEVERLY WASHBURN · CHUCK CONNORS
Screenplay by FRED GIPSON and WILLIAM TUNBERG
Based on the Book "Old Yeller" by Fred Gipson
Directed by ROBERT STEVENSON
Buena Vista

ONE OF A SERIES of Sunday ads appearing in 12 Key City Newspapers starting November 24th announcing the December 25th World Premiere engagement of Walt Disney's "OLD YELLER."

New Faces

(*Continued from page* 1)

ute we go to an exhibitor with a picture he asks, 'Who is in it?'

"The salesmen are pushing new faces. They are under pressure to do it. We had Sterling Hayden in a series of bread and butter westerns that made money. We thought he was ripe for something big, so we cast him in 'The Killing.' Every exhibitor refused to give us a dime more than they had paid for the last previous Hayden picture. That included the AB-PT circuit.

"It takes extra effort to cast new faces—also extra promotion. Take Tony Perkins, for instance, did exhibitors support him in 'Fear Strikes Out'? Ask Paramount.

Points to Presley

"Elvis Presley—now there's a new face. Every picture he makes—good, bad or indifferent—makes money, but did the industry develop him? He was ready-made in his first picture.

Turning to the proposed institutional advertising campaign for the industry. Youngstein remarked: "Every time somebody says they don't like the word 'institutional' that means somebody else is going to pay for it.

"Who is going to pay for the industry campaign? Distributors are now spending from 10 to 15 per cent of the production costs for advertising and promoting pictures. And the exhibitors? Two, three, five per cent of their film costs.

Calls for Ad Budgets

"Distributors are paying 80 to 90 per cent on co-op campaigns. Every theatre should have an adequate ad budget and distributors should pay 50 per cent of the costs over these budgets in co-op campaigns."

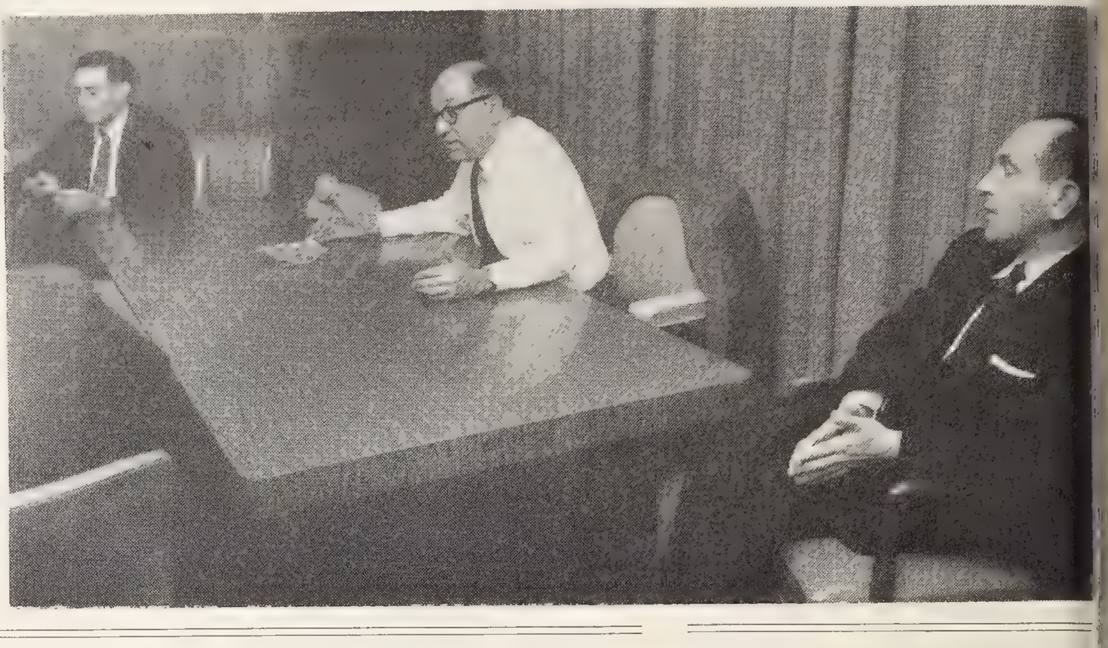
On the third point suggested by Goldenson—a traveling motion picture exposition to acquaint the public with the industry craftsmen and the intricacies of production, Youngstein made this comment:

"Good idea—informational! People should know about the craftsmen in the industry, but I don't see how it will help the boxoffice one tenth of one per cent."

Says U. S. Should Take New Look at Decree

Industry leaders, COMPO or someone in authority should pay a call on the Department of Justice and suggest they take a long look at the Federal consent decree against the industry, Max Youngstein, U. A., vice-president, told a press conference on Friday.

"The industry is loaded with senseless inconsistencies," he said, citing the status of exhibitors in production and barred from it; distributors flirting with theatre operation, and barred from it, and other contradictions. "A re-write of the decree is past due," Youngstein believes.



THE RECORD so far: Max E. Youngstein says the record business is his, too. With him, Harold Friedman, sales director, and Al Tamarin, vice-president of UA's new record company.

M.P. Daily picture

25 LP Discs from UA in '58

(*Continued from page* 1)

wide as possible and maximum value from the various forms of promotion," is the way he put it.

Other tabloid quotes that focussed directly on the points he wanted to make were:

"We hope to go as far as the entertainment habits of people spread.

"Habits have changed.

"Kids save their allowances for the latest hit records.

"The age bracket in the record business coincides with the age brackets of the film business.

"There is no way to crystal ball the entertainment tastes of the public. We must keep in touch with the changes —and we may land on our feet.

"We are not going to be stopped by the theory that the motion picture business is going to be the entertainment business of the future. Something very basic has happened.

"A good deal of the development of the record business has been due to independents. We are getting our key executives from this field, and we intend to supply 25 long-play records next year. Single records are now passe. We don't know how many of those there will be."

Youngstein is president of United Artists Records, Inc., United Artists Music, Inc. (Ascap) and Unart Music, Inc. (BMI).

"It's exciting," he says; "it's a business that's going places. United Artists became impressed with it after we found a theme song for 'Moulin Rouge' in 1952. It was an all-time best-seller. It sold more than a million copies. That was promotion for the picture as well as the records. We have been thinking about it ever since."

Then, turning to the promotion value of records for films, he asked: "Why should it be controlled by others? A song can go out too early to help the film—or too late. We are in the entertainment business and not the film business alone."

He then pointed out the remarkable sucess of "Tammy," which got off to a slow start as a film, and then picked up as the record achieved top rating.

Last year, he said, the record business grossed $326,000,000—up 20 per cent over the previous year.

"It will double to $700,000,000, or a billion, in five or ten years," he predicted.

United Artists will use its worldwide promotion facilities, he added.

NTA, Selznick

(*Continued from page* 1)

signing of contracts under which NTA acquires, for a period of years, theatrical reissue rights, for the United States and Canada, to "The Adventures of Tom Sawyer" and "Spellbound," and the United States and Canadian television rights of these two pictures, plus "Rebecca" and "The Third Man."

"Spellbound," "Rebecca" and "The Third Man" are included in NTA's "Champagne Package," the newest grouping of motion pictures being made available for television.

"Rebecca" and "The Third Man" are currently in theatrical reissue by 20th Century-Fox, and will not be made available for television until the completion of their current re-release.

Myers Hits Arbitration

(*Continued from page* 1)

postponement of the arbitration session scheduled for tomorrow in New York.

"The Association had arranged for a number of leaders to be in New York on this and other business and these plans cannot now be altered. We feel that cancellation of the session, especially on such short notice, was most inconsiderate," he said.

Asked for comment on the Myers' statement, a spokesman for the Motion Picture Association here said at the weekend he was "surprised that any member of the exhibitor group would take this attitude in the light of the harmonious spirit that has prevailed up to now in these negotiations."

UA Spaced Release Pl Called Stabilizing For

Special to THE DAILY

SAN FRANCISCO, Dec. 8. United Artists' spaced release plan 1958 will not only set a precedent will prove "the most effective stabi ing influence that the industry experienced in the last 10 years," V liam J. Heineman, vice-president charge of distribution, declared to at the opening session of a sales c ference in the Cliff House.

The plan will benefit producti distribution and exhibition alike, said. He also reported that enthus tic messages of approval had b received from exhibitors since the cent announcement by president thur B. Krim.

Heineman described the plan a "great competitive asset" in giv the details to the sales force, so th will know the forthcoming prod title-by-title and quarter-by-quar

Representatives from 13 Uni States and Canadian exchanges tended. Another session is schedu in Miami.

U.A. 9-Month Net

(*Continued from page* 1)

was $52,553,000 as compared w $46,777,000 for the first nine mon of 1956.

The board of directors at a meet on Friday declared a quarterly d dend of 35 cents on the comm stock, payable on Dec. 28, to sto holders of record at the close of bu ness Dec. 16.

New Industry Slogan Doesn't 'Send' Youngstein

Max Youngstein, United Arti vice-president, in a dart-tossing mo at his press conference on Frid stuck one into the new industry bu ness-building slogan, among oth things.

"'Get More Out of Life—Go C to a Movie'," Youngstein mus "That's for the birds. It's incapal of selling a ticket."

Television Today

N OUR VIEW

JT OF the welter and profusion
of a morning's mail—or mael-
strom — across an editorial desk
e one particular item which at-
ed attention, and not solely by
, weight or its stapled continuity.
ad a provocative headline, "The
t Decade of Television in Video-
n," and it was from the public
ions department of the Cunning-
& Walsh advertising agency.
he report came from Gerald W.
er, the agency's vice-president
director of research, and was
substance of the tenth annual re-
on TV set usage and sales in
Brunswick, N. J., which is
leotown" in the C & W dossier.
re are lots of statistics in the re-
; almost all of them interesting
some of them significant.

•

he main point made in the study
f now is that people are becom-
more "matter-of-fact" about tele-
n, that they are more critical
before—but that they continue
vatch it avidly and consistently.
king at more carefully selected
rams, says Mr. Tasker, the folks
rtheless on the average in 1957
t 11½ hours watching TV during
kday evenings.
hat's a great deal of watching,
speaks well for the apparent stay-
power of the medium, since it
be safely assumed that the
lty phase of television viewing
long since worn off, and been
aced by an habitual adherence to
V viewing pattern. Set ownership
ng the vital TV decade under
ssion in Videotown (which may
nably be considered a good cross-
on of the nation) rose from a
1.4 per cent in 1948 to a whop-
near saturation nine out of 10
es in 1957. Hours of viewing
eased in the past year or two
a peak of 15 hours, 33 minutes
person per week (Monday through
ay) in 1955 to 13 hours, 33 min-

•

here would appear at this writing
ave been a "leveling off" in the
e television viewing picture.
plateau, currently the situation,
rently has been several years in
making, and there is every reason
xpect that the plateau will be
tained for the foreseeable fu-
However, it is of importance and significance that there seems to have been an increase in selectivity of program on the part of the audience during the past couple of years.

At the same time it is pertinent to note that other so called gregarious activities on the part of our Videotown inhabitants has increased in the past several years, like going out visiting, to meetings, clubs and the like, to the movies, for dinner and dancing, and sporting events. All of this activity necessarily means a reduction in the amount of time spent in front of the TV set at home. It is true that it is not an especially significant or decidedly pronounced movement to active rather than passive entertainment, but it is not to be ignored by the TV planners.

•

All of this seems to us to boil down to a single, vital, all-encompassing point. We have said times without number that if a high level show—of any sort—be provided, the public will look at it, whether it be brought to them or they have to go through hell or high water to see it. This is the positive equation: the public will go out of its way for quality of performance. In television that means Programming, with a capital "P." Only quality will keep them consistently in front of the set. Only quality of show can successfully meet competition.

—*Charles S. Aaronson*

EVERY DAY
ON EVERY CHANNEL
TV
BROOKS
COSTUMES
3 West 61st St., N.Y.C.
Tel. PL. 7-5800

Skiatron Negotiates for Pay-TV Deal in England

From THE DAILY Bureau

LONDON, Dec. 8 — A deal for the establishment of what would be the first subscription television operation in Britain appears imminent between Associated-Rediffusion, Ltd. and Skiatron Electronics & Television Corp.

Rediffusion executives have refused to confirm or deny the reported deal, but an official statement is expected tomorrow.

Form Ted Steele Radio, TV Representatives

The formation of Ted Steele Radio and Television Station Representatives, an organization to represent a small and select group of quality radio and TV stations throughout the nation, was announced at the weekend by Ted Steele, WOR-TV's daytime television personality. This additional activity will have no effect on Steele's daily two-hour television show, which will continue as scheduled over WOR-TV.

The organization will be headed by Steele, with Leonard H. Levitt, currently sales director for the Steele show, as vice-president and general manager.

Johnston Hails

(*Continued from page 1*)

which America today reflects — and communicates—our hopes and our beliefs to the world," Johnston said.

The MPAA president pointed out that all the types of mass media—press, radio, and television as well as films—have a "unique, perhaps a decisive, opportunity to create the conditions for genuine and lasting peace among nations." Perhaps they alone, he added, "can clear through the underbrush of shibboleths and stereotypes and bring new understanding to a world of differing cultures, traditions, religions, languages, and peoples."

Johnston said that official relations between governments need to be augmented by direct and responsible communication between peoples and across national boundaries. Unless this is done, he added, the diplomats ultimately will fail for lack of popular support.

Johnston spoke of mass communications from two aspects, the formal governmental program through the world-wide operations of the United States Information Agency, and communications through the channel of private mass media.

Skiatron's Lane Again Quits Toll-TV Panel

Special to THE DAILY

SAN FRANCISCO, Dec. 8 — For the second time since Skiatron-TV started knocking on the door of City Hall in quest of a franchise to operate here, Matty Fox's top vice-president, Alan Lane, has bowed out of appearing on a televised panel program to explore the pro's and con's of pay-as-you-view.

Twice Lane has been "unavailable" after making commitments to appear before the cameras and his almost last minute withdrawal the other night caused no little embarrassment to officials at KRON-TV, the local NBC outlet.

For two weeks KRON plugged almost daily an upcoming live show titled "TV: Fee or Free?" and billed as the four forum principals Lane, Arnold C. Childhouse, treasurer of the united California theatres; supervisor Francis McCarty and State Assemblyman Louis Francis. Because of the background of all four in the toll-TV controversary raging here, KRON figured the show to be a natural.

When Lane asked to be excused for the second time because of "pressing business in Canada" KRON reached out for another Skiatron spokesman, none could be found.

A rerun filmed episode of "The Falcon" whodunit series greeted viewers who had been promised fee or free fireworks.

A spokesman for KRON on Friday told MOTION PICTURE DAILY arrangements are in the works to try again, but this time with a representative of International Telemeter carrying the banner for toll-TV.

MPA Board Meet Thursday To Talk Institutional Drive

A special meeting of the board of directors of the Motion Picture Association has been called for Thursday to discuss the proposed industry institutional campaign. The meeting will be in the board room at 2:30 P.M.

A. Montague, MPA representative on the COMPO triumvirate, will report on his discussions of the institutional program with exhibitors, and details of the plan will be explained by Paul Lazarus, chairman of the advertising and publicity directors committee.

Allied Artists Officers Buy Company's Stock

From THE DAILY Bureau

WASHINGTON, Dec. 8 — A flurry of stock transactions by Allied Artists officers and directors featured the monthly report of the Securities and Exchange Commission, issued at the weekend.

The late G. Ralph Branton bought 7,000 shares of Allied Artists common, bringing his direct stockholding to 48,625, plus another 2,200 held through his wife; Steve Broidy upped his holdings to 70,118 with a purchase of 400 shares; George D. Burrows bought 300 shares, now owns 33,686; Maurice Goldstein acquired 4,000 shares to bring his holdings to 12,100, and Edward Morey, with two purchases of 1,100 and 1,600 shares, raised his total to 10,350 shares.

S. F. Pre-Trial Session In Embassy Case Today

Special to THE DAILY

SAN FRANCISCO, Dec. 8—There will be no session in the Samuel Goldwyn anti-trust Monday and Tuesday in order that Federal Judge Edward P. Murphy may hold pre-trial hearings in the Embassy Theatre monopoly suit against the same defendants.

The Embassy suit, which goes to trial March 3, is almost as long in coming to court as was Goldwyn's case. Both suits were filed in 1950.

Dunne Again the Attorney

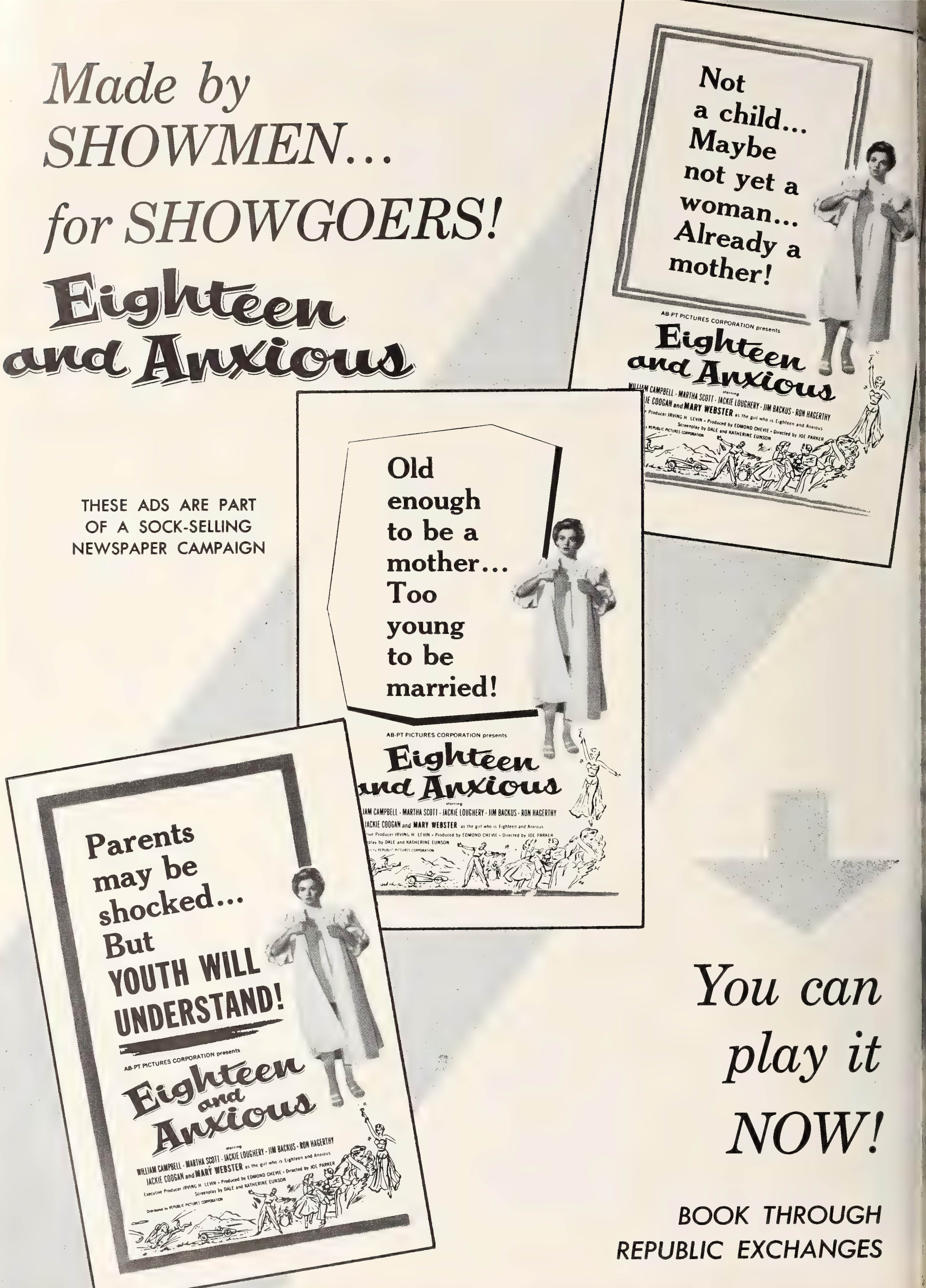
Arthur B. Dunne, attorney for the defendants in the Goldwyn case, also is the defense counsel in the suit brought by Dan McLean and Lee Dibble, owners of the Embassy. In addition to National Theatres, Fox West Coast Theatres and exhibitor affiliates, the Embassy suit includes all of the major film studios and the amount of treble damages asked is in excess of eight million dollars.

While the Goldwyn suit claims the producer couldn't get exhibitors for his product, the Embassy litigation charges it couldn't get films either first or second run to exhibit. Goldwyn Productions, of course, is not one of the defendants.

Made by SHOWMEN… for SHOWGOERS!

Eighteen and Anxious

THESE ADS ARE PART
OF A SOCK-SELLING
NEWSPAPER CAMPAIGN



Not a child… Maybe not yet a woman… Already a mother!

AB-PT PICTURES CORPORATION presents

Eighteen and Anxious

starring

WILLIAM CAMPBELL · MARTHA SCOTT · JACKIE LOUGHERY · JIM BACKUS · RON HAGERTHY

IE COOGAN and **MARY WEBSTER** as the girl who is Eighteen and Anxious

Producer IRVING H. LEVIN · Produced by EDMOND CHEVIE · Directed by JOE PARKER

Screenplay by DALE and KATHERINE EUNSON

REPUBLIC PICTURES CORPORATION

Old enough to be a mother… Too young to be married!

AB-PT PICTURES CORPORATION presents

Eighteen and Anxious

starring

LIAM CAMPBELL · MARTHA SCOTT · JACKIE LOUGHERY · JIM BACKUS · RON HAGERTHY

JACKIE COOGAN and **MARY WEBSTER** as the girl who is Eighteen and Anxious

tive Producer IRVING H. LEVIN · Produced by EDMOND CHEVIE · Directed by JOE PARKER

play by DALE and KATHERINE EUNSON

REPUBLIC PICTURES CORPORATION

Parents may be shocked… But YOUTH WILL UNDERSTAND!

AB-PT PICTURES CORPORATION presents

Eighteen and Anxious

starring

WILLIAM CAMPBELL · MARTHA SCOTT · JACKIE LOUGHERY · JIM BACKUS · RON HAGERTHY

JACKIE COOGAN and **MARY WEBSTER** as the girl who is Eighteen and Anxious

Executive Producer IRVING H. LEVIN · Produced by EDMOND CHEVIE · Directed by JOE PARKER

Screenplay by DALE and KATHERINE EUNSON

Distributed by REPUBLIC PICTURES CORPORATION

You can play it NOW!

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REPUBLIC EXCHANGES

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That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

82, NO. 111 NEW YORK, U.S.A., TUESDAY, DECEMBER 10, 1957 TEN CENTS

Be First Appeal

nciliation se to WB me Office

busch Plaint Heard; ecision at Exchange

t may be the first instance of eal to the general sales manager ilm distributing company in a ation case since the new plan nto effect Nov. 1 has been re- here from Indianapolis. The volves the request of Trueman sch, secretary-treasurer of Syn- Theatres, for an adjustment of on the Warner Bros.' film, "

local hearing was held in the apolis exchange of Warners last . No decision was made. Claude n, branch manager, forwarded

(*Continued on page* 4)

-L Plans Special ts for Drive-Ins

Special to THE DAILY

LLYWOOD, Dec. 9 — A plan ply an extra 100 "special proc- prints" especially made for drive-in theatre projection of pictures made by Hecht-Hill-Lancaster was announced here today by Harold Hecht, president. The special prints are to answer the complaint of outdoor theatres exhibitors who "claim the low - key ar- hotography of many films loses

old Hecht

(*Continued on page* 4)

elevision Today Page 5

See Justice Dept. Decision on NT Request To Produce Features Ready by End of January

From THE DAILY Bureau

WASHINGTON, Dec. 9—The Justice Department hopes to have ready by the end of January its decision on the request of National Theatres for permission to produce a limited number of feature films. The Justice Department ruling will probably be broad enough also to cover the recently-renewed request of the Theatre Owners of America for permission for all divorced circuits to enter production.

Justice officials insisted that the decision has not yet been made as to whether these requests should be granted or rejected, adding that a great amount of staff work has been done in this field since mid-November, when all views were finally in from the participants in the recent round-table meeting at the department.

Transit Strike Hurts Broadway Theatres

"It hurt, not a doubt about it," was the general opinion of Broadway theatre managers concerning the wildcat subway strike here yesterday. As was to be expected, most New Yorkers were more interested in getting "in" to work than going "out" to the movies.

Meanwhile, the airwaves were flooded with pessimistic warnings to listeners that they should remain at home if it was at all possible. Radio and television bulletins were delivered

(*Continued on page* 5)

Lewis Outlines U.A.'s New Promotion Plan

Special to THE DAILY

SAN FRANCISCO, Dec. 9—United Artists will spend from $8,500,000 to $9,000,000 to promote its spaced releases program for 1958, which is a "record," Roger H. Lewis, national director of advertising, publicity and exploitation, told the company's sales convention here today. Lewis said the drive backing the product would seek to find new markets and new techniques.

These will include a "sizable campaign" of off-the-amusement-page

(*Continued on page* 4)

Distributors 'Stalling' on Resuming Arbitration Meetings, Says Gordon

By WARREN HARRIS

"I think the distributors are stalling," Julius Gordon, president of Allied States Association, said here yesterday, commenting on the postponement of the industry arbitration session which had been originally scheduled to resume this week.

"They have a committee of five members. I can't understand why the loss of one of them made them cancel the meeting," Gordon said, referring to Charles M. Reagan's resignation as a member of the distributor's committee on arbitration after resigning as Loew's, Inc. general sales manager.

"There are plenty of other able distributor representatives who could fill the vacancy," Gordon added. "The cancellation of the meeting is just another example of the distributors' delaying tactics. As far as Allied is concerned, we have never cancelled out of any arbitration meetings and we have no intentions of changing that policy. But the distributors' action is a complete and utter stall."

Julius Gordon

In a statement issued at the weekend a spokesman for the Motion Picture Association expressed "surprise" at the reaction of some exhibitors to the latest request for a postponement of the arbitration meetings. The MPA spokes-

(*Continued on page* 4)

Stock Rises

Para. Backlog Price Set At $40,000,000

Reports of TV Deal Closing With 'Circuit' Are Denied

Paramount Pictures has set a price of $40,000,000 on the television rights to 750 pre-1948 features in its library and deals are being discussed with a number of prospective purchasers, a company executive confirmed yesterday.

However, he denied reports that a deal had been closed or was near to closing, which were widely circulated in financial circles yesterday and which are credited with running the company's stock up more than three points on the New York Stock Exchange yesterday.

The financial news ticker carried a report at one time that the Para-

(*Continued on page* 2)

Statement Due Today On Toll-TV Meeting

Leaders of four exhibitor organizations—Theatre Owners of America, Allied States Association, Metropolitan Motion Picture Theatres Association, and Independent Theatre Owners Association—met here at the Sheraton-Astor Hotel last night for a thorough discussion of industry policy on toll television. The meeting was still underway at a late hour last night, and the group is expected

(*Continued on page* 5)

Coast Services Today For Fred S. Meyer

From THE DAILY Bureau

HOLLYWOOD, Dec. 9 — Funeral services will be held tomorrow afternoon at Hollywood Cemetery for Fred S. Meyer, 66, pioneer exhibitor and for past 25 years a major studio executive, who died this morning at his home following a coronary attack suffered Sunday night.

Entering the industry in 1910 under the tutelage of Carl Laemmle,

(*Continued on page* 4)

PERSONAL MENTION

E. A. DICKINSON, manager of the motion picture equipment division of Westrex Corp., has returned to New York from Hollywood.

•

Morris Lefko, sales manager in the U. S. and Canada for Paramount's "The Ten Commandments," will return to New York today from Atlanta.

•

Mrs. Leo Pillot, wife of the exploitation manager of Rank Film Distributors of America, has given birth to a boy, **Judd Noel**, at Hackensack (N.J.) Hospital.

•

Edward Lawrence, of the M-G-M studio publicity department, will arrive in New York tomorrow from the Coast.

•

B. J. Schubert, British producer, will arrive in New York tomorrow from London via B.O.A.C.

•

Jerry Wald has arrived in New York from Hollywood.

•

William F. Broidy, producer, left Hollywood by plane last night for New York.

'World' Sets 16 Special Holiday Showings Here

Michael Todd's "Around the World in 80 Days" will play 16 Christmas holiday shows—three a day—at the Rivoli Theatre here. Beginning Monday, December 23, through Tuesday, December 31, there will be a morning show at 10:30 A.M., a matinee at 2:30 and an evening show at 8:30 each day.

Special prices for the New Year's Eve 8:30 P.M. show will be $6.00, 5.00 and 4.00. On New Year's Day, "80 Days" plays a matinee and evening show.

Boston Meet on 'Snow'

BOSTON, Dec. 9.—A program for the debut of Walt Disney's "Snow White and the Seven Dwarfs" in New England in mid-February will be presented by Buena Vista at a luncheon conference here today at the Sheraton Plaza Hotel, to be attended by several hundred prominent men from the six-state region. The picture will bow in almost 400 theatres in Massachusetts, Vermont, Maine, Rhode Island, New Hampshire and Connecticut keyed to winter school holidays in each of the participating cities.

Para. Backlog

(*Continued from page 1*)

mount backlog would be sold to a theatre circuit, unidentified. Presumably, what was meant was a theatre circuit with television network affiliations, but AB-PT officials, whose company would fit that description, said they knew of no negotiations for the Paramount backlog in progress.

Another financial district rumor circulated in explanation of the appreciation of the Paramount stock quotation was that Paramount's little known subsidiary, Auto-Metric, engaged in classified research work, had been awarded large government contracts. The Paramount official declined comment on this report. Auto-Metric operates plants at Marietta, O., and Pt. Barrow, Alaska.

The Paramount official said discussions have been held with numerous prospective purchasers of its backlog but "we still have to see a check on the table."

The Paramount stock which had closed last Friday at 30⅜, opened yesterday at 34¾. It closed at 33⅝.

Acquires 10 Greek Films

The completion of negotiations for the distribution in the United States of ten Greek motion pictures produced in Athens was announced here yesterday by Chris Yianilos, president of Norma Associates, Inc. The films include "The Innocence of the Harbor," "Dead City," "Golpho," "Joy with Music and Poverty," "The Surrey," "The Heavens Are Ours" and "The Siren of Athens."

Levitt Resigns CNP

Robert D. Levitt has resigned as president of California National Productions, Inc., it was announced here yesterday by the company's board of directors.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARLON BRANDO
in SAYONARA
Co-Starring RED BUTTONS
RICARDO MONTALBAN • JAMES GARNER
In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

WHEN YOU NEED
SPECIAL TRAILERS
'GOOD' AND F-A-S-T
SEND YOUR ORDER TO
FILMACK
CHICAGO, 1327 S. Wabash - NEW YORK, 630 Ninth Av

Tom Baldridge Resigns MGM Washington Post

Special to THE DAILY

WASHINGTON, Dec. 9. — Tom Wood Baldridge, Middle Atlantic States representative for M-G-M for the past 17 years, has announced his resignation effective January 1. After a vacation at his Winchester, Va. home, Baldridge will devote his time to personal interests here, in Virginia and other areas.

Baldridge is a 35-year veteran of the motion picture industry, getting his start at age 12 as a herald distributor for Southern Enterprise Theatres in Jackson, Tenn. His association with MGM began in 1941 when he was assigned to the company's Charlotte and Washington exchange territories.

Study Tax Change

COLUMBUS, O., Dec. 9.—Columbus City Council is considering raising the exemption on the theatre three per cent admissions tax from the present 75 cents to 90 cents, giving many local theatres needed tax relief. Proposal to up the exemption was introduced by M. D. Portman, city budget director. The ordinance has been referred to committee.

Fox to Fight Strike With 'Peyton' Buses

If the New York strike contin through Thursday 20th Century-F will provide free bus service fr central locations in each borough persons wanting to attend the p miere performance of Jerry Wal "Peyton Place" at the Roxy Thea Thursday morning. The buses will marked "Peyton Place" specials.

Pitt. Transit Strike Ends After 56 Days

Special to THE DAILY

PITTSBURGH, Dec. 9—The day strike that tied up this cit largest mass transit system ended l night with union and management ceptance of a two-year contract. So 300,000 riders had been affected the strike.

At first, the strike caused new lo in most theatres here, but in rec weeks, citizens began to accept strike as a matter of course a started using alternate means of tra portation. Downtown traffic jams ha been growing increasingly sev since the start of Christmas seaso

THE BIG ONES...
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"SAYONARA"
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THE BIG ONE
IN MOVIE SELLING

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stc Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edi Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; T J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 forei Single copies, 10c.

PEOPLE

Don Conley, formerly Buena sta branch manager in Seattle, has en appointed branch office maner in Los Angeles under **Wendell orkman,** Pacific Coast district maner and **Jesse Chinich,** Western divin sales manager. **Ernest Piro** will cceed Conley in Seattle.

Additionally, **Wayne Stevenson** s been named branch manager in . Louis.

☐

Pete Bayes, Paramount publicity presentative in Denver, has regned to join the Alberta Pike pub relations organization as an acunt executive.

☐

Paul C. Mooney, Sr., National reen Service executive and indus veteran, on Friday will celebrate s 80th birthday in Cleveland with s two sisters and brother, **Milton Mooney,** of Cooperative Theatres Ohio.

☐

Elmer Bradley "Bill" Coleman, exoitation man for M-G-M in the allas territory and a veteran of 30 ears with the company, will retire Jan. 3.

☐

Delmer Daves, director, has acpted an invitation to discuss film oduction at a symposium session to conducted by the University of outhern California on Thursday.

☐

Bradford Whitney, who has been ce-president in charge of producon for Condor Films, St. Louis, has een elected president of the organation.

I. B. Lazarus Resigns B-PT Posts on Dec. 31

Herbert B. Lazarus has resigned vice-president, secretary and genral counsel of American Broadcastg-Paramount Theatres, Inc. effecve December 31, it was announced ere yesterday by Leonard H. Goldnson, president.

"It is with great reluctance that e resignation of Lazarus has been ccepted," Goldenson stated. Followg his resignation, Lazarus plans to gage in the general practice of law.

ol. Buys Morros Story

Columbia Pictures has purchased e motion picture and television ghts to the story of Boris Morros' spy ctivities. After it has appeared in wo-part form in "Life Magazine" nd as a newspaper serial it will be ublished in book form by Viking ress on April 1. Louis de Rochemont ill produce the picture at an early ate. He is now completing his first inemiracle picture, "Cinemiracle dventure," and is expected to start a econd as soon as the Morros film has een completed.

UA's First 2 Records Now on Market

First two releases from the recently organized United Artists Records, Inc., went on sale yesterday in more than 10,000 outlets.

The titles are: "Legend of the Lost," waxed by Joe Valino, a tieup with the picture of the same name scheduled for release in 200 spots December 21. The other platter introduces Wes Bryan, Hollywood newcomer, who will be heard in a ballad, "Lonesome Love," and a novelty tune, "Tiny Spaceman."

No Post-'49 WB Films On TV, Company States

No post-1949 pictures from Warner Bros. are available for use on any television station, according to spokesmen for the company. A formal statement was issued yesterday.

The statement was a result of a story to the effect that WKRC-TV, Cincinnati, is using billboards to announce its film attractions on its television program.

"The WKRC-TV billboards are being removed by the station at the insistence of the company," according to the Warner statement. "The TV station also has agreed to inform the public of the actual facts by means of newspaper advertising and air announcements."

Cleveland IATSE Elects Officers for Two Years

Special to THE DAILY

CLEVELAND, Dec. 9 — Local B-5, I.A.T.S.E. elected the following officers and board members for a two-year period: president and business agent, Frank DeFranco, Universal; vice-president, George Sendy, Columbia; financial secretary, Harry Lyman, States Film.

The executive board is composed of Stephen Andrews, M-G-M: George Sendy, Columbia; Pearl Geib, Warners; Hazel Mack, NSS; Justin Comption, Universal; Sigmund Clayman, Warners; and William Andrews, Paramount. DeFranco and Clayman were named delegates to the 8th District and CFL conventions.

Local Film Editors Elect New Officers

The election of officers to represent Motion Picture Film Editors Local 771 of the International Alliance of Theatrical Stage Employees for the year 1958 has been announced by the local's new business agent, John Oxton.

The new officers are: Fred Ahren, president; Michael Prusch, vice-president; Peggy Lawson, secretary; Robert Loweree, treasurer; and Sigmund Morganstern and Edward Wyant, Jr., sergeants-at-arms.

AB-PT, Columbia, Other Stock Changes Recorded

From THE DAILY Bureau

WASHINGTON, Dec. 9 — Stock transactions involving American Broadcasting - Paramount Theatres and other industry companies were included in the monthly report of the Securities and Exchange Commission issued here.

E. Chester Gersten sold 400 shares of AB-PT common, now owns 100, and Leonard H. Goldenson reduced his holdings to 50,000 shares by disposing of 4,000. Harry Cohn bought another 1,000 shares of Columbia Pictures common and now owns 189,699.

Bennett Cerf bought 100 shares of Loew's Inc. common to bring his total to 300. A purchase of 19,000 shares of National Theatres common raised the holdings of B. Gerald Cantor to 69,000 shares; Willard W. Keith sold 2,500 shares, still owns another 2,500.

Joseph H. Moskowitz doubled his holdings of 20th Century-Fox class "A" common by buying 200 shares.

Change AMPA Party

The 41st annual Christmas luncheon and party of Associated Motion Picture Advertisers, Inc., will be held in the east ballroom of the Sheraton Astor instead of the previously announced Georgian Room of the Picadilly Hotel.

Fox to Start 13, In '58 – a Record

20th Century-Fox will place 13 CinemaScope productions before the cameras during the first quarter of 1958, a record number for the film company, it was announced yesterday by Buddy Adler, executive producer.

Set to roll in January are: "A Nice Little Bank That Should Be Robbed," "The Bravados," and "The Diary of Anne Frank." February production dates are: "The Inn of the Eighth Happiness," "The Hunters," "A Certain Smile," and "Rally Round the Flag, Boys!"

In March, these attractions will go before the cameras: "The Roots of Heaven," "Rope Law," "These Thousand Hills," "Mud on the Stars," and "The Big War."

Fights Admission Tax In Ellensburg, Wash.

Special to THE DAILY

ELLENSBURG, Wash., Dec. 9—Ben Mead, city manager of the Midstate Amusement Company, has requested this city abolish its 5 per cent admission tax.

Theatre receipts have dropped off so much here in the last year that Midstate's Liberty and Pix Theatres have operated at a loss, he told the city board.

WITNESS
#29

"WITNESS FOR THE PROSECUTION has everything, suspense, drama, comedy, etc. Everyone in the cast was excellent!"

AN ACTUAL QUOTE FROM ONE OF THE THOUSANDS OF RAVE PREVIEW CARDS

THRU UA

TENT TALK

Variety Club News

LONDON—Sir Tom O'Brien, M.P., has been elected 1958 chief barker of the Variety Club of Great Britain. Elected to serve on the crew with Sir Tom are: first assistant chief barker, Bill Butlin; second assistant chief barker, Monty Berman; dough guy, John Harding; property master, Irving Allen and Richard Afton, Sam Eckman, Jr., George Elrick, Bill Levy, Michael Shipman, Harry Woolf.

△

CLEVELAND—Final reports are in on the 30-theatre city wide kiddie matinee held Nov. 16, with all proceeds going to Camp Ho-Mita-Koda, Children's diabetic camp, sponsored and arranged by the Variety Club as part of its charity program for the year. All services connected with the matinee were donated, including projectionists, stage hands and theatre employes. A substantial sum was raised.

△

DALLAS—The Variety Club of Dallas has announced that 16 members and family have already signed to travel to England in April for the International convention of Variety Clubs to be held there.

△

DETROIT—Tent No. 5 has had an active social week with a cocktail party, complete with dance band, and a larger party attended by the "No Time for Sergeants" stage play cast. Plans are under way to redecorate the club and tentatively scheduled is a Christmas party for some hundreds of under-privileged children.

△

ATLANTA—The annual Variety Club installation dinner was held with Dr. Judson C. Ward, vice-president of Emory University, a guest speaker. Ernie Rogers was ringmaster. The following officers were elected for the year: Leonard Allen, chief barker; John W. Harrell, first assistant chief barker; Jon B. Farmer, second assistant chief barker; J. B. Dumestra, III, property master; Willard Komorn, dough guy. Directors are L. D. V. Benton, Leonard Burch, Kenneth Laird, E. E. Whiteker, Bernard Ochs and Thomas E. Lucy.

△

NEW ORLEANS — The Variety Club of New Orleans, Tent No. 45, and Ladies' Auxiliary will stage the annual club quarters and Christmas tree decorating party on Saturday night, Dec. 21. It is also the night of Variety's midnight supper club meeting, which will include the regular drawing for a prize. Roy Nicaud, chairman of entertainment committee, said the program includes a professional piano player and choral singing of Christmas carols by impresario, George Nungesser.

Distributors 'Stall': Gordon

(*Continued from page* 1)

man pointed out that just a month ago the distributors had agreed to a postponement requested by the exhibitors group.

Plans for a meeting of the Allied and Theatre Owners of America committees named to promote Gordon's plan for the accelerated depreciation on theatre property and equipment for tax savings and rebates are proceeding "nicely," he said yesterday. Allied and TOA executives met here yesterday to discuss the matter in detail, but there were no developments that could be reported as definite, he added.

Allied has also filed its resolved complaint on the acquisition of the Esquire Theatre in Chicago by Paramount Pictures with the Department of Justice in Washington, but has not, Gordon said, "as yet received any reply or acknowledgment."

On the current industry issue "spaced releasing" Gordon made this comment: "Allied members will of course be delighted if 200 features are made available in orderly release during the first six months of 1958 and the industry should greatly benefit if this comes about. Leonard Goldenson is to be congratulated on his successful conferences with distribution."

Services for Meyer

(*Continued from page* 1)

Meyer operated theatres in Milwaukee and elsewhere, notably including the Palace Theatre, Hamilton, Ohio, where his progressive showmanship and distinguished participation in civic affairs attracted national attention. He came to Hollywood in 1933 to manage the Universal studio for Laemmle, and resigned in 1938 to assume his post as executive in charge industrial relations and personnel at the 20th Century-Fox studio.

Headed Midwest Exhibitors

In exhibition Meyer was president of Wisconsin and Michigan MPTO for eight terms. In the Hollywood branch of the industry he has held prominent offices in the Association of Motion Picture Producers, Motion Picture Relief Fund, Permanent Charities committee, various legislative committees, Central Casting Corp. and Motion Picture Industry Council.

He was past president of B'nai B'rith and Temple Emanuel, Hollywood, and only last week was named president of the key man group of United Jewish Welfare Fund.

His widow, Molly; son, Stanley, and daughter, Mrs. James Ruman, survive.

Lewis Outlines

(*Continued from page* 1)

newspaper advertising, which will feature ads different in "concept, art and copy" from regular theatre-page displays.

Lewis also said that UA will expand its new program of suburban previews and step up its schedule of advance showings for special groups. The program is also to include better promotional use of TV, ads "slanted more directly to the feminine audience," and wider use of 24-sheet posting and upgrading of national advertising.

Youngstein Talk Scheduled

Presiding at the three-day UA convention are William J. Heineman, vice-president in charge of distribution and James R. Velde, general sales manager. Max E. Youngstein, vice-president, will address the convention tomorrow.

H-H-L Plans

(*Continued from page* 1)

clarity and is almost indistinguishable in a normal moonlit sky," Hecht said.

H-H-L's production department will issue special instructions to the film laboratories to "brighten" these prints to give the drive-in audiences a clearer picture on the screen, Hecht pointed out.

UA Exchanges to Be Used

William J. Heineman, vice-president in charge of distribution for United Artists, said he is in complete accord with the H-H-L plan and is now developing a system for organizing the distribution of the special prints through the UA exchanges. The plan will begin with H-H-L's new picture, "Run Silent, Run Deep."

Seek to Rebuild Damaged Theatres in Mexico City

Special to THE DAILY

MEXICO CITY, Dec. 9—Althou 11 local theatres—three seconda first runs, three "grinds" and fi subsequent runs—have been co demned as public dangers by t City Government as a result of t July 28 earthquake, the trade h hope that some of them, at lea will return to service in light of t reconstruction of another trem victim, the Cine Cervantes, whi will reopen shortly.

The National Cinematographic I dustry Chamber is seeking to salva some of the condemned theatres arranging for their owners to rebui them along lines that will satisfy t City Engineering Department.

Conciliatio

(*Continued from page* 1)

the papers to the home office in Ne York and refused to comment.

Due probably to weather conditio the papers had not arrived here la yesterday.

Exhibitor Allowed 7 Days

Under the terms of the conciliati plan a case may be "appealed" to t home office if a conclusion satisfacto to both parties cannot be reached an exhibitor and branch manag When the exhibitor appeals to a ge eral sales manager, the further mee ing is to be held at the distributo home office at a time fixed by the ge eral sales manager. The exhibitor to be allowed at least seven days.

In cases where a third or "outsid party has been invited to sit in on t conciliation hearing at the local lev that person is also to be invited attend the meeting at the home offic Both the exhibitor and the sales ma ager may have their attorneys prese in addition.

Has Raised 3 Other Issues

Three other complaints from Ren busch are now pending in Indianap lis. He has complained to M-G-M th the company refused to serve him print on "Jailhouse Rock" on regul availability and that the company r fused to quote terms on "Raintre County" and "Les Girls." He also ha complained to United Artists that refused to quote terms on "Aroun the World in 80 Days." His Par mount complaint on "The Ten Com mandments," for which conciliatio was refused because of pending cou proceedings, has been published.

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MOTION
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FILMS
release positive

Television Today

FCC Meeting Monday On Barrow Report

Special to THE DAILY

VASHINGTON, Dec. 9.—The full leral Communications Commission l start meeting with its staff next nday to go over its recommendaas on the recent Barrow report on evision network practices.

At least two full days will have to spent in staff briefings of the comssion before the commissioners can gin considering what to do about ort. Originally recommendations re to be prepared by a special 3- n subcommittee of the commission sisting of Chairman Doerfer and mmissioners Bartley and Hyde. But y decided the full commission uld have to go over the report so roughly, it might as well get down it right away without any subcomttee work.

Study Group Reported Recently

Dean Roscoe L. Barrow of the Cinnati Law School headed a special dy group which issued its final rert this fall. The Commission must ve its recommendations ready soon er Congress returns in January.

. Y. Regents Ask Halt F WATV Sale to NTA

The New York State Board of Rents has petitioned the Federal Comnications Commission to block the le of New York-New Jersey televin station WATV to National Telen Associates.

In a petition filed late last week, the ard asked that WATV's Channel 13 reassigned to it for the establishent of New York City's first nonmmercial educational television stan. The board said that it then would gotiate with the present owners of ATV, Atlantic Television, Inc., to rchase the station for a "fair price."

The proposed sale of WATV to TA, which also covered the transfer WATV's radio affiliate, WAAT, was nounced two months ago and rertedly involved more than $4,000,- 0. About the middle of October, the CC was asked to approve the transtion, but it has not yet announced decision.

rans-Lux TV and EBF Vill Meet Tomorrow

Special to THE DAILY

WILLMETTE, Ill., Dec. 9 — Executives of Trans-Lux Television orp. and Encyclopaedia Britannica ilms, Inc., will confer here at EBF eadquarters on Wednesday in a dayng session regarding plans for 1958. ne of the topics on the agenda is the eavy concentration of EBF energies the scientific field and the potenal of all this filming on television.

Rediffusion, Skiatron Sign 21-Year Deal

From THE DAILY Bureau

LONDON, Dec. 9.—Rediffusion, Ltd., pioneer in wire broadcasting, with systems of wired music operating throughout the world and operating over 35 closed circuit television systems, has entered into a 21-year agreement with Skiatron International Corp. to work together in the subscription television field.

Under the agreement Rediffusion will provide Skiatron with technical services for the surveying, installation, supervision and maintenance of closed circuit television systems for Skiatron International Corp. and Skiatron TV, Inc.

As part of the agreement, Skiatron International has acquired a 50 per cent interest in Rediffusion, Inc., a Canadian corporation presently operating a closed-circuit system for both TV and wired music in Montreal.

TV Set Retail Sales Drop in October

From THE DAILY Bureau

WASHINGTON, Dec. 9—Radio receiver retail sales in October continued to show increase over previous month, while television sales lagged somewhat from the September level, the Electronic Industries Association (formerly RETMA) announced today.

Cumulative retail sales of TV sets during the first 10 months of this year remained about one-quarter million units under the like 1956 period while radio set sales climbed to nearly 800,000 more this year than were sold during the like montohs of 1956, EIA said.

Television sales totaled 572,589 in October compared with 705,247 sold in September and 683,573 receivers sold during October 1956. Cumulative TV sales totaled $5,024,670 during the first 10 months of this year compared with 5,287,199 sets sold during the corresponding period last year.

NBC-TV Football Games Are 95% Sold Out

NBC-TV's lineup of five major post-season football games scheduled during the Christmas-to-New Year's period, is 95 per cent sold out, it was announced yesterday by William R. Goodheart, Jr., vice-president, television network sales. In addition, the same holiday games are almost completely sold out on NBC Radio.

The five contests are: the Blue-Gray all-star game from Cramton Bowl, Alabama; the East-West Shrine Game from Kezar Stadium, San Francisco; the National Football League championship game from the park of the Western Conference titleholder; the Sugar Bowl Game from New Orleans; Rose Bowl game, Pasadena.

Toll-TV Meet

(*Continued from page 1*)

to issue a statement today.

Attending the meeting were: MMPTO—Edward L. Fabian, Philip J. Harling, Emanuel Frisch, Sol Schwartz, Leslie Schwartz, Harry Mandel and D. John Phillips; ITOA —Harry Brandt, Martin Levine, William Namenson; Allied—Julius Gordon, Trueman Rembusch, Abram F. Myers and Wilbur Snaper; TOA—A. Julian Brylawski, Ernest G. Stellings, Herman Levy, Albert Pickus and Joseph Alterman.

Sam Fischer Dies

HOLLYWOOD, Dec. 9 — Funeral services will be held Wednesday at the Riverside Chapel, Brooklyn, for Sam Fischer, 64, who died here Saturday night following a short illness.

'Grass' Here Dec. 27

"Bed of Grass," Greek film being distributed in this country by Trans-Lux, will have its New York premiere at the Trans-Lux 49th Street Theatre on Friday, Dec. 27.

35 Dates for 'Enemy'

20th Century-Fox will open "The Enemy Below" in 35 key-city, first-run situations between Dec. 18 and the end of the year.

Hall Booking for 'Cinemiracle' 'Possibility': Downing

Russell V. Downing, president and managing director of Radio City Music Hall, said here yesterday that he had been approached by Elmer C. Rhoden about the possibility of Louis de Rochemont's "Cinemiracle Adventure" being booked at the theatre but that no agreement has been reached.

The picture is the first in the new wide-screening process, and one factor affecting a possible booking would be its adaptibility to the large theatre's regular film and stage show policy, Downing said. "Like every other picture that plays the Hall I have to see it first," he pointed out, adding that the film would be treated like any other that is called to his attention for a possible Music Hall booking.

Transit Strike Hurts

(*Continued from page 1*)

every few minutes, cautioning listeners that the strike had brought about the city's worst transit tie-up in its history. In all morning and afternoon newspapers, big black headlines also advised citizens to remain at home unless, as the "Journal-American" stated, they wanted to "buck chaos on subway platforms."

WARNER BROS.' TRADE SHOWS DEC. 13
ALAN LADD
THE DEEP SIX
ALSO STARRING DIANNE FOSTER · WILLIAM BENDIX · KEENAN WYNN
JAMES WHITMORE · EFREM ZIMBALIST, JR.
Screen Play by JOHN TWIST, MARTIN RACKIN and HARRY BROWN
WARNERCOLOR
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ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.
BOSTON
20th Century-Fox Screening Room
115 Bway • 2:15 P.M.
BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 2:00 P.M.
CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.
DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.
DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.
INDIANAPOLIS
Universal Sc. Rm.
517 No. Illinois St. • 8:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.
LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.
MINNEAPOLIS
Warner Sc. Rm.
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.
NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.
NEW YORK
Home Office Sc. Rm.
666 Fifth Ave. • 2:15 P.M.
OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee Ave. • 10:00 A.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.
PHILADELPHIA
Warner Sc. Rm.
230 No. 13th St. • 2:00 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.
PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 8:00 P.M.
SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.
SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Egyptian Theatre
2:00 P.M.
ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.
WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.
WB

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82, NO. 112 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 11, 1957 TEN CENTS

: Announces

ːiatron in ·ogram Deal ith Sol Hurok

ɔresario Heads Cultural ision; 10-Year Contract

By WARREN HARRIS

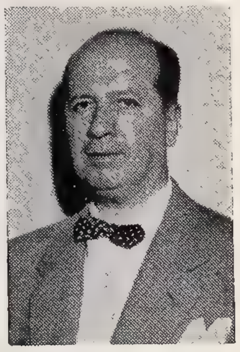
e first major development in Ski- TV, Inc.'s concept of subscrip- television programming was an- ced yesterday by its president, hew Fox, in naming Sol Hurok, rated impresario, to head the pany's Cultural Entertainment Di- n.

a press conference in the pent- e of the Universal Pictures ling here, Hurok who, in addition

(*Continued on page* 6)

W. Howard Resigns RKO Theatres V-P

illiam W. Howard, vice-presi- of RKO Theatres, yesterday an- iced his retirement from the in- y to de- his entire e to the nagement l develop- t of his onal prop- s.



William Howard

oward has associated the RKO atres Com- for over years in ous capac- from vau- lle booker to general manager heatres. He assumed the post of -president in January 1951 and appointed head of operations in , 1952.

elevision Today

Page 6

Sees Cartoons As 'Vanishing Art'

(Picture on Page 2)

"Exhibitors have never really appreciated the value of a cartoon," Walter Lantz, one of Hollywood's few remaining animated cartoon producers, said here yesterday at the Universal home office, as he took time out from a vacation trip to meet the motion picture trade press.

"A cartoon is only 5 and one-half minutes of filler to most theatre-men," Lantz continued. "I don't think they ever stop to realize that an animated film costs more per foot than most live-action ones. Did you ever stop to think about the spontaneous applause that greets almost any cartoon that's flashed on the screen? And

(*Continued on page* 2)

Johnston Asks Extension Of Reciprocal Trade Pact

From THE DAILY Bureau

WASHINGTON, Dec. 10.—Eric Johnston, as president of the Motion Picture Export Association, has sent a letter to Hale Boggs of Louisiana, chairman of the House Ways and Means Committee, favoring a five-year extension of the reciprocal act. It is an American policy that has "proved itself," he wrote.

Boggs has recommended the extension.

"I would like wholeheartedly to endorse your recommendations with respect to reciprocal trade, to the extension of the 14 per cent tax credit

(*Continued on page* 6)

Reactivate Joint Committee

Exhibitors Launch New Toll-TV Drive

Official Stand on Cable Television Up To Boards of Allied, MMPTA, and ITOA

Exhibitor opposition to toll television over the air was reaffirmed Monday night at a dinner-meeting called by the Joint Committee on Toll TV at the Sheraton Astor. Plans for refinancing a campaign to make this opposition effective were adopted.

An effort to broaden this opposition to include cable television ran into a snag. It was decided to refer this problem to the boards of directors of the organizations participating in the gathering.

Theatre Owners of America adopted a resolution at the Miami Beach convention opposing all forms

(*Continued on page* 2)

Sees Pay-TV Limiting 'Flow of Information'

From THE DAILY Bureau

WASHINGTON, Dec. 10.—Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, declared today that pay television would limit the flow of information at a time when the goal of "total information" appears to be the only alternative to "total destruction."

"We are moving into an era of civilization where, it appears, the only hope for mankind's survival is to be found in universal understanding," Fellows said in a speech before the Federal Communications Bar Association.

"Free television runs in the direction of encouraging total circulation of total information, and, contrariwise, paid television tends to place limita-

(*Continued on page* 6)

Silverstein Named V-P Of Loew's International

Maurice "Red" Silverstein yesterday was named vice-president of Loew's International Corp., and will act as general executive assistant to Morton A. Spring, Loew's International president, Joseph R. Vogel, president of Loew's, Inc., announced yesterday.

M. Silverstein

Silverstein will continue his duties in charge of negotiating independent production deals for M-G-M.

He is one of the younger Loew's

(*Continued on page* 2)

U.A. to Invest to $60,000,000 in Production for 24 'A' Films in '59

Special to THE DAILY

SAN FRANCISCO, Dec. 10—United Artists will invest between $50,000,000 and $60,000,000 in production in 1958 for release in 1959, it was announced today by Max E. Youngstein, vice-president at the company's sales convention here. He said the 1959 program would present at least 24 "blockbuster" features, an increase of 50 per cent over the 16 "A" films slated for distribution in 1958. The projected schedule for 1959 is to adhere to the spaced release policy that United Artists will have in 1958, he said.

The convention at the Cliff Hotel is being presided over by William J. Heineman, vice-president in charge of distribution, and James R. Velde, general sales manager. The primary item on the agenda is the setting of territorial plans for 1958's orderly release slate.

In reviewing the product picture for the next several years, Youngstein said that the company's recently broadened activities in the general entertainment field will en-

(*Continued on page* 6)

See Patronage Cut 30% By Subway Strike Here

Broadway theatre operators, as well as midtown stores well stocked with Christmas merchandise, estimate patronage loss as a result of the continued subway strike here at a

(*Continued on page* 3)

PERSONAL MENTION

HENRY "HI" MARTIN, Universal general sales manager, is due back here from the Coast this weekend.

•

Abram F. Myers, Allied chairman and general counsel, returned to Washington yesterday from New York.

•

Joseph R. Vogel, president of Loew's, Inc., returned to New York yesterday from the Coast.

•

Louis A. Novins, president of International Telemeter Corp., will arrive in New York tomorrow from Hollywood.

•

Harold Mirisch, president of the Mirisch Co., will arrive in New York today from the Coast.

•

Tom Pryor, Hollywood writer for the "New York Times," is here from the Coast for a week's visit.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, is in Boston today from here.

•

Sid Feder, writer and producer, who arrived in New York yesterday from Hollywood, will leave here today for Philadelphia.

•

Julius Gordon, Allied States president, is scheduled to leave New York for Chicago today, en route to his Beaumont, Tex., home.

•

William Perlberg and **George Seaton** have returned to Hollywood from New York.

Cinerama to Be Shown At Brussels World Fair

Cinerama will have the only motion picture theatre at the Brussels World Fair opening in March 1958, according to an announcement made yesterday at the conclusion of a film deal negotiated for Cinerama by S. H. Fabian, president, and B. G. Kranze, vice-president, with Nicolas Reisini, head of Robin International, which operates other Cinerama theatres in Britain, France, Italy and Japan.

The Cinerama Theatres at the fair has been especially designed and will have a seating capacity of 1,000. When the fair is over, the Cinerama presentations will be moved to a theatre in the city of Brussels. The Cinerama Theatre will open with "This Is Cinerama," and the policy of the theatre will follow the standard Cinerama road show policy.

Launch New Toll-TV Drive

(*Continued from page* 1)

of toll television, but it was pointed out afterwards that this did not bind individual members who might want to take their own attitudes toward cable television. TOA members have already applied for cable television franchises in local areas. Among these are Robert J. O'Donnell of Interstate Theatres, Ed Rowley of Rowley United Theatres of Texas and Elmer Rhoden of National Theatres.

Much the same situation prevails among Allied members, it is understood. Strong opposition exists among Allied men against seeking legislation against cable television.

Trueman Rembusch of Allied, co-chairman with Philip Harling of the Joint Committee on Toll TV, has frequently pointed out that only Toll TV over the air has been opposed by the committee to date.

Will Seek Congress' Aid

Congressional aid to ban the use of the airwaves for toll television will be sought.

A nationwide campaign at the grass roots level will be organized in order to develop support for bills proposed by Senators J. Strom Thurmond of South Carolina and William Langer of North Dakota and Congressman Emanuel Celler of New York.

Representatives present Monday night from Allied, Metropolitan Motion Picture Theatre Association and Independent Theatre Owners Association agreed to report back to their respective organizations with suggestions for whatever action they deem expedient.

The Joint Committee will concentrate its efforts toward the state organizations of all exhibitor groups with the aim of inducing as many members of Congress as possible to get behind a banning bill. Insofar as cable TV franchises are concerned these would be fought locally, as is being done now in San Francisco and Los Angeles, said a statement issued yesterday. The campaign plans and the reasons for objections to issuance of franchises will soon be sent to all local exhibitor groups and community-minded organizations.

A film is contemplated which will, by question and answer, point up the issues and sentiments on toll TV and will be distributed to civic organizations where requested.

Drive for Funds Planned

A drive for funds will be started. Contributions will be requested on the basis of seating capacity of theatres. Exhibitors will be urged to send their contributions to the Joint Committee on Toll TV, c/o Philip F. Harling, 1585 Broadway, New York 36, N. Y. The scale set is as follows: up to 500 seats, $7.50 yearly; up to 750 seats, $11.25; up to 1,000 seats, $18.75; up to 2,500 seats, $37.50; over 2,500 seats, $75. For drive-ins the scale will be applied to car capacities up to 600, but no drive-in will contribute more than $37.50.

Those present at the meeting were: Mike Alperin, Joseph Alterman, A. Julian Brylawski, Edward L. Fabian, Emanuel Frisch, Julius Gordon, Harling, George Kerasotes, Herman M. Levy, Harry Mandel, Abram F. Myers, William Namenson, Harold Newman, D. John Phillips, Gene Picker, Al Pickus, Rembusch, Ernest Sanders, Leslie Schwartz, Wilbur Snaper, Ernest G. Stellings and Sol Strausberg.

L. A. Pay-TV Decision Put Off Until Mar. 11

Special to THE DAILY

LOS ANGELES, Dec. 10. – The Los Angeles City Council today, on the second reading of ordinances that would implement the Skiatron and Fox West Coast-Telemeter pay-television franchises, postponed action on both until March 11.

Postponement of the decision followed extended discussions of the many and varied aspects of pay-television.

Several Questions Raised

The matter, with some members raising the question of whether the 21-year period covered by the franchises is appropriate in view of the unpredictable future developments and others suggesting continued investigation of all facets of pay-television.

Name Silverstein

(*Continued from page* 1)

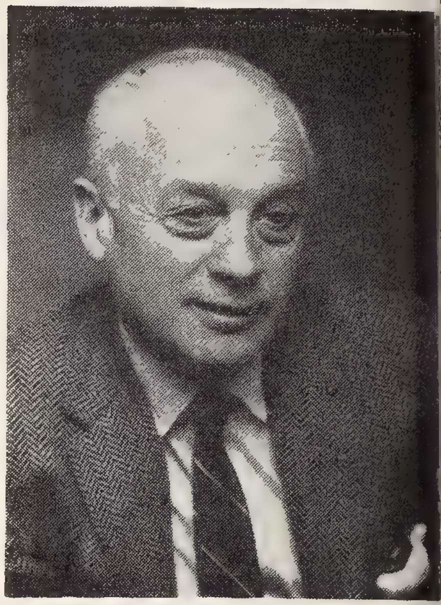
executives, having started with the theatre company as an usher at Loew's Victoria in Harlem. Later, he held booking and sales department posts with M-G-M, and still later various territorial managerships for Loew's International. During World War II he was European film officer for SHAEF. After the war he was regional director for the Far East for Loew's International, and then for Latin America. His assignment on independent production deals was a relatively recent one.

Colleges in SPG Contest

HOLLYWOOD, Dec. 10.–Thus far, 44 universities have applied to enter campus-produced films in the annual intercollegiate awards competition of the Screen Producers Guild. Deadline for entry is Dec. 31.

'Vanishing Art

(*Continued from page* 1)



Walter Lantz

they applaud twice as hard at th end."

Because of the increasing cost o animated films—Lantz's have an average budget of about $35,000—cartoons may well be a vanishing ar the creator of Woody Woodpecke and Andy Panda said. Whereas ther were once a half-dozen or more producers making short cartoons in Hollywood, there are now only three- Warner Bros., U.P.A. and, of course Lantz. Walt Disney is devoting mos of his time to features, and MGM has discontinued cartoon productio entirely, Lantz pointed out. In th East, Terry-Toons are still being produced but under the auspices o CBS Television, and Paramount i planning to end cartoon productio by the end of the coming year, h added.

In former years, there were ofte as many as 80 cartoons produced annually, now there are only about 40 said Lantz, whose cartoon plant i currently turning out 13 new theatrical releases a year and also a considerable amount of commercial animation work for television and theatrical advertisers.

Enthusiastic About TV

He was most optimistic about television and the part it can play in the future of the cartoon industry His 104 week non-cancellable contract with Kellogg Cereals for the Woody Woodpecker show on ABC-TV "is more than any exhibitor will ever give," he said. As for the showing of his films on TV, Lantz commented that "they make people more conscious of cartoons. I don't see how they can do anything but make people want to see more of our characters in theatres. Since Woody Woodpecker has been on TV we've gotten more letters from kids asking 'what does he eat and where do you keep him?' They think he's a real live woodpecker."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

'Theatre' Definition Is Legal Question

Special to THE DAILY

ARTFORD, Dec. 10.–The legal tion of whether George LeWitt, eer New Britain, Conn., theatre ator, can build a drive-in theatre ljacent Berlin, Conn., pending for oast several years, may be finally ved during December session of New Britain Court of Common ;. The court will consider the at- ot by Berlin property owner, How- Culver, to prevent Lakeside Real- ompany, headed by LeWitt, from ling Berlin's first outdoor theatre. ie Berlin Zoning Commission ted LeWitt a building permit y months ago, but Culver charges move is illegal. The word "thea- in the zoning law, he asserts, does mean an outdoor theatre. More- , the Commission had no authority rant the permit, he contends.

om LeWitt's counsel, Judge y Jackaway, comes the argument the word denotes an outdoor the- as well. If the words "outdoor" drive-in" are required before "the- " then they are also necessary for els, restaurants, banks and other parable facilities, he adds.

ve Details of NTA's AP Stock-Buy Offer

ational Telefilm Associates, Inc., agreed to pay about $10 a share ish and stock for more than 50 per of the outstanding stock of As- ited Artists Productions Corp. in agreement now in multiple litiga- Ely Landau, chairman of NTA, his stockholders in a letter yes- ay.

ccording to Landau, the agree- t, concluded with Louis Chesler Maxwell Goldhar, chairman of board and executive vice-presi- of AAP, called for the payment each 100 shares of AAP common k of $437.50 in cash, $440 in NTA n per cent seven year subordinat- sinking fund debentures and ten es of NTA common stock. In ad- on NTA was to receive from Ches- and Goldhar, at no extra cost, ently outstanding warrants to pur- ;e not less than 100,000 additional es of AAP common stock. At the of the agreement, 1,639,000 es of AAP stock were outstanding. andau said in the letter that NTA had agreed to extend a substan- y similar offer to purchase the nce of AAP outstanding stock ed by other stockholders after the al acquisition had been com- ed.

astbaum Suspends

HILADELPHIA, Dec. 10.–The tbaum, largest of the center-city run houses of the Stanley Warner atres, has closed down for the time for the pre-Christmas weeks. ile the house is kept dark, a re- orating program will be undertak- during the two weeks.

REVIEW:

Wild Is the Wind

Hal Wallis-Paramount—VistaVision

HOLLYWOOD, Dec. 10

A PAST-MASTERLY performance by Academician Anthony Quinn as an emotionally complicated Italian sheep-rancher in the American Northwest gives vital movement and dramatic meaning to a story that, without it, might have lost its impact in the vast physical setting–the miles of grazing lands around Carson City, Nevada–against which the principals play out their several destinies. Opposite the great Quinn, who provides the characterization that energizes the plot, Academician Anna Magnani handles a precisely reciprocal role in directly comparable manner. With these names and those of the oncoming Anthony Franciosa and Dolores Hart for marquee uses, showmen appear to have bright prospects of promotional success.

In a quite unique blending of ordinarily antagonistic elements–the great out-of-doors and the darkened bedroom–Producer Hal Wallis has kept his contrasted values well balanced, each against the other, although the shuttling back and forth from one to the other puts a strain on the story line. The screenplay by Arnold Schulman, based on a story by Vittorio Nina Novarese, is at bottom a psychological study in the pattern of the art-theatre imports, and the shifting of emphasis from a rousing pursuit of wild horses by speeding motor-truck to a sequestered passage of illicit *amour*, for instance, tends to keep audience attention fluctuating.

ON ITS OWN pictorial merits, as expertly photographed by Charles Lang, the Nevada sheep range, stretching far off toward the distant mountains, and lush with growth for the thousands of grazing sheep, the setting of the film is a customer's money's worth. So is the virtually documentary study of the sheep-ranching operation, a long sequence which brings the story to a halt for several independently interesting minutes, although the close-shot breech view of a sheep giving birth in this section of the picture is likely to be subjected to criticism on various grounds. An especially moving incident shows the pursuit and capture of a wild horse by motor-truck, a feat accomplished by use of lariats weighted with automobile tires. Sheepdogs in action make up another informative series of scenes.

In the story Quinn plays a rich sheep rancher who, having lost his wife in childbirth before he gained riches, goes back to their native Italy, and marries his dead wife's sister, bringing her to preside over his ranch and to be second mother to his adolescent daughter. Magnani plays the new wife, getting in her best effects in the early stretches of the story while she is learning the American ways and English language, and Franciosa enacts a young Basque ranch hand brought over in infancy by Quinn and chosen by him to become, eventually, husband of his daughter, Miss Hart. In time the young man becomes the second wife's lover, and when they tell Quinn of this he sends the boy away and orders the wife back to Italy. But Quinn gets to the airport before her plane leaves and, explaining that he feels he is responsible for what has happened, persuades her to come back to the ranch with him and try to make a go of their marriage.

It is not a picture for children.

Running time, 110 minutes. Adult classification. Release, in February.

WILLIAM R. WEAVER

'Peyton Place' to Bow Tonight in Camden, Me.

Special to THE DAILY

CAMDEN, Me., Dec. 10.–Jerry Wald's "Peyton Place" will be world premiered here tomorrow evening at the Camden Theatre in a benefit for the Camden Hospital. On hand will be a delegation of state officials, together with celebrities, headed by Bette Davis and Gary Merrill. The event will be covered by six New England radio and TV stations.

The Maine community was used by producer Wald and director Mark Robson to film much of the picture.

Czinner Aim is to Record Art on Film

"Film is art and should always be treated that way," said producer-director Paul Czinner here yesterday at the Hampshire House as he discussed "The Bolshoi Ballet," which, he pointed out, is not really a motion picture, but rather "a record of a very lovely performance." The picture is being released here by the Rank Organization.

It is Czinner's desire to put other of the world's great artists on film. As future projects, he is aiming to photograph performances of the Royal Ballet, the Old Vic and the Wagner Festival.

Subway Strike

(*Continued from page* 1)

minimum of 30 per cent of the normal expectancy at this time of the year. Several theatre managers pointed out that the bad weather may have accounted for some of the patronage loss, but added that the subway walkout must be considered largely responsible.

It was also emphasized that continued "scare broadcasts" regarding traffic conditions, heard on radio and TV stations throughout the day and night, are factors in keeping many away from the theatre and the shopping districts.

Poitier Again in Role Of Porgy for Goldwyn

From THE DAILY Bureau

HOLLYWOOD, Dec. 10. – Sidney Poitier, who was slated sometime ago as cast to play Porgy in Samuel Goldwyn's production of "Porgy and Bess," and who subsequently withdrew from the role, today told the press he has changed his mind and will accept the assignment.

The actor, whose withdrawal set up extended discussions in the lay press due to explanations attributed to him, made today's announcement at a new conference in Goldwyn's office. He said his decision to play the role followed meetings with Goldwyn and Rouben Mamoulian, who will direct the picture.

Asked whether his acceptance indicated he has been given or denied script approval, Poitier said, "I no longer wish it."

Boston Exhibitors Are Feted by Buena Vista

Special to THE DAILY

BOSTON, Dec. 10.–Executives of Buena Vista entertained theatre owners at a luncheon here today at the Sheraton Plaza to announce plans for the release in mid-February of Walt Disney's "Snow White and the Seven Dwarfs" in this area.

BV officials Leo Samuels and Irving Ludwig told of the promotion campaign and merchandising now lined up for the February playdates. Charles Levy, head of advertising, said, "In the six New England states there is a population of nearly 15,000,000 persons in a highly concentrated area. You are all excellent showmen and this fact and other favorable circumstances made us decide to hold another big Disney reissue with 'Snow White' ".

Reade Restaurant Deal

The signing of a lease with Walter Reade, Inc., for a 350-seat, deluxe restaurant in Garden State Plaza, New Jersey's largest regional shopping center at Routes 4 and 17 in Paramus, N. J., was announced jointly yesterday by Edward K. Straus, president of the Garden State Plaza Corporation, a wholly-owned subsidiary of R. H. Macy & Co., Inc., and Walter Reade, Jr., president of Walter Reade, Inc.

FROM LOUELLA PARSONS' SYNDICATED COLUMN!

(Quoting a letter from Rome about the Preview there)

"'SEVEN HILLS OF ROME' is pure entertainment set to the most magnificent music. Mario sings as he has never sung before—and he's super-thin."

SHE'S GORGEOUS

Watch this doll, Marisa Allasio, a ne beauty to challenge the top charmers o sunny Italy.

LANZA'S BACK!

–and look who's got him!

M-G-M presents his NEW Musical Romance

MARIO LANZA

in

"SEVEN HILLS OF ROME"

Co-starring

RENATO RASCEL

MARISA ALLASIO

with

PEGGIE CASTLE

Screen Play by

ART COHN and GIORGIO PROSPERI

Based on a Story by GIUSEPPE AMATO

Filmed in TECHNIRAMA® • A Product of TECHNICOLOR

Produced by LESTER WELCH

Directed by ROY ROWLAND

A Le Cloud Production

HERE'S THE TICKET-SELLING TRAILER "SEVEN HILLS OF ROME"

(M-G-M urges you to read every word of this trailer-digest! It's sure-fire box-office!)

It starts off with a BANG! A group of attractive teen-age Italian youth in action to rock 'n' roll music taunting Lanza: *"Hey, Americano, you square...come on and rock!"* Zoom title over Lanza singing "Jezebel" in imitation of Frankie Laine. Title: *The voice that thrilled the far corners of the earth now rocks "SEVEN HILLS OF ROME!"* Follow with carnival crowd singing "Calypso Italiano" walking along colorful streets, swinging, shouting, singing.

Then narration behind wonderful panorama of Rome filmed from moving helicopter, with Lanza, gorgeous Marisa and comic Rascel strumming guitar and singing. Narration: *"'SEVEN HILLS OF ROME' is rollicking, carefree entertainment . . . its vivid backdrop the breath-taking panorama of the city that lives for love, laughter and beautiful girls."*

Scene of night-club, Marisa in low-cut evening gown watches Lanza sing. Narration: *"Marisa Allasio, newest of the voluptuous Italian beauties to capture the imagination of movie fans . . . and lovely Peggie Castle . . . and introducing Italy's most famous comedian, Renato Rascel."* Scene of Rascel leading orchestra, accompanying Lanza who sings the title song "The Seven Hills of Rome."

Scene in American TV Studio. Lanza arguing, tweaks man's nose. Narration: *"Mario has the role of a temperamental TV star who insults, of all people, his sponsor, and decides to start a new career across the seas."*

Scene of Lanza with street-singer, a sweet child, as gathering crowd listens to the two singing "Arriverderci Roma." Scene of Lanza with pretty Peggie Castle and her escort at bar as argument starts. Escort grabs Lanza's drink, throws it in his face, a roaring fight ensues. Narration: *"The story runs riot as our hero of the high-notes . . . and low boiling point . . . gets into one romantic fracas after another."*

Scene of Lanza urging Marisa that he is not worthy of her love, emphasizes his words by shaking her. Rascel enters during scene, thinks Lanza is hurting girl and hurls himself at Mario.

Cut to scene of guests in Rascel's studio, dancing with abandon. Title: *"Wondrous sights and sounds."* Scene of beautiful models showing gowns. Title: *"Gorgeous girls, exciting gowns."*

Scene of Lanza singing bit of opera from stage. Title: *"Dozens and dozens of great songs . . . from Operagrand to Dixieland."* Cut to scene of Lanza marching in front of mob of kids. Lanza sings *"When The Saints Come Marching In"* in the manner of Louis Armstrong.

Final title: "SEVEN HILLS OF ROME." Lanza's voice in fine climax behind magnificent shot of Rome. Lanza continues singing. Tag-line: "A Lanza Bonanza!"

"SEVEN" IS YOUR LUCKY NUMBER!

Television Today

Earl Rettig Elected New CNP President

The election of Earl Rettig as president and H. Weller ("Jake") Keever as vice-president and general manager of California National Productions, Inc., was announced yesterday by Charles R. Denny, board chairman.

As an executive with more than 20 years experience in motion pictures, Rettig joined the National Broadcasting Company in 1950. He is leaving his post as NBC vice-president and treasurer to head CNP.

Keever was appointed director of sales for CNP in August, 1956, after NBC Television Films became a division of CNP. Last July, the CNP board of directors elected him as a vice-president.

Says Pay-TV Limits

(Continued from page 1)

tions upon this desirable objective," he said. "If for no other reason, I find this sufficient cause to take issue with the proponents of paid TV."

Commenting on arguments that opposition to toll TV proposals is an attempt to block progress, the broadcasting industry spkesman said: "I would say that fulfillment of progress is delayed, if not completely arrested, when we entertain the idea of converting free TV channels to box office.

One Man's TViews

By Pinky Herman

DON MORROW, just back from Hollywood where he made some P.A.'s with Polly Bergen for Max Factor. . . . Paul Taubman to clef original music score for "Tom Corbett, Space Cadet." . . . Scripter Sidney Morse ("Union Pacific," "Boots and Saddles" "Fifth Cavalry") signed by Cal. Nat'l Prod. as assistant to story editor Het Manheim. . . . Arthur Hirshman, Graduate of TV Workshop and student member of SMPTE and Beverly Friedland, pretty little manager of the TESMA office, are honeymooning. . . . Aside to TV Execs: After six years of semi-retirement, Morrey Davidson is toying with the idea of resuming his career in Show Business. Davidson, for years as veepee of the International Artists Bureau, was recognized as one of the best discoverers and developers of talent in the country. . . . Pat Boone, who received his early vocal training as a member of the famous Texas Boys' Choir, will feature the 120-voice group on his "ABChevvy Show" tomorrow night. Organized in 1946 and with SRO performances in 25 states and Mexico, the choir is directed by the talented George Bragg. . . . After three years as News NBCaster for Manufacturers Trust Co., Bob Wilson has been pacted for another 52 weeks. Smart lad this Wilson. He deals in commodities most people cannot do without coffee (Savarin) and currency (U.S.).

☆ ☆ ☆

Rossano Brazzi, who stars as Emile de Becque in the Rodgers & Hammerstein Production, "South Pacific," to be released in the Spring by 20th Century-Fox, sails tomorrow for Italy aboard the liner Cristoforo Colombo. Before sailing, officials of the Italian Line and the passengers will be treated to the ceremonial presentation to Brazzi of Motion Picture Magazine's "International Star of the Year" Award. . . . John Gart, his Organ and Orchestra, has been signed by Kapp Records to make three additional LP albums, one comprising Rodgers & Hammerstein numbers, another featuring 1957 top tunes and the third, a medley of Latin-American rhythms. . . . Coincidence: Last night we finally got around to reading Guido Orlando's biography, "Confessions of a Scoundrel" and lo and behold, this morning on our desk is a note from Guido in Paris in which he encloses a clipping from John Carpenter's (London Evening) News Diary which devotes four paragraphs to Orlando's client, Robert Rice who's seeking to buy 45 per cent of The House of Dior for seven million dollars. (And if we know Guido, that sum is in dollars, not rice flakes) . . . Harry Lefcourt's Ork will provide the music highlights for the 25th consecutive year at the Saints & Sinners Luncheon Dec. 30 at the Waldorf-Astoria. . . .

Rossano Brazzi

Skiatron and Hurok in De

(Continued from page 1)

to his many concert and cultural activities, has brought such attractions to network television programming as the Royal Ballet, the Old Vic and the talents of such artists as Artur Rubenstein, Marian Anderson and Isaac Stern, said that it was the frustrations of time limitations and budgetary restrictions imposed by commercial television that convinced him of the necessity of toll-television.

Will Film in Color

Millions of dollars a year will be invested in Skiatron's cultural programs, Hurok said. In the hope of building up a library of attractions which could be sold in markets all over the world, the programs will be filmed in color at the time of their initial telecast. Clarifying his position, Hurok added that he will negotiate for engagements with any management or agency who has something "qualified to offer Skiatron audiences."

Pact Is for 10 Years

Hurok's contract with Skiatron is for ten years and includes the services of himself and his organization, Hurok Attractions, Inc., here and abroad on an exclusive basis to Skiatron in the television field. Hurok's earlier contract with NBC-TV has been terminated. His joining Skiatron did not involve any stock transaction, he added. Commenting on signing o rok, Fox said that the announce was just one of several importa velopments to come from Skiatro in the near future. He estimated the company would begin oper in Los Angeles and San Francisc April, '58, at the latest" unless are some unforeseen developmen the part of those cities' govern

Fox said that his company's deal with Rediffusion, Ltd., wou far in advancing the progress o atron TV, both here and abroad

Silent Regarding Baseball

Questioned on Skiatron's pl programming other than cu presentations, Fox would neither firm nor deny reports that he obtained pay-TV rights for the casting of either the Dodger or games in Los Angeles and San cisco, respectively. On the subje motion pictures, he said that Sk would bid for first run films in vidual cities just as theatres do. added that his company woul seek exclusive rights for showi film in a given area, specifying that the films would have to be run, but that they could be s in theatres simultaneously. "The atres are trying to get rid of us, not trying to get rid of them, said.

Johnston Asks

(Continued from page 1)

tension of the 14 per cent tax credit to all countries, and to the pooling of earnings abroad by U. S. companies for tax purposes," Johnston wrote.

"As you know, I appeared several times before the Ways and Means Committee, and also the Senate Finance Committee, to speak in behalf of the reciprocal trade program. Consequently, I will deal with it only briefly now.

"To my mind if ever an American policy has proved itself, the reciprocal trade program surely has. It is long past its trial period; it deserves on performance alone to be a basic and fixed part of U. S. foreign policy, so that the western world and ourselves can make intelligent plans for further economic development in international trade.

"I believe sincerely that all who know something of economic and world affairs will agree that our reciprocal trade policy has been a bastion against Soviet Russian economic aggression and penetration in the world.

"To strengthen the reciprocal trade program through continuity of policy I would like to suggest specifically that the act be extended for a period of five years from its expiration next June."

Johnston Being Considered For Foreign Aid Post

WASHINGTON, Dec. 10.–Eric Johnston is under consideration at the White House for appointmen a special assistant to President E hower to coordinate United S foreign aid programs.

Johnston has acted several t on special advisory posts for Eisenhower and previous admini tions.

UA to Inve

(Continued from page 1)

hance its ability to finance mor theatrical features. In the past months UA has formed a record a music subsidiary.

The company has set a go $100,000,000 in gross revenue 1959, when its various entertain enterprises are expected to b full swing.

Heineman to Present Plan

Also at the convention t Heineman presented an alloc plan worked out for handling 100 special prints for drive-in t tres which Hecht, Hill, and caster have announced they will vide for their future pictures. H- laboratories have been instructe "brighten" these special prints i der to meet the complaints of d in exhibitors that the low photography of many films clarity on their screens.

H-H-L headquarters in Hollyw have been receiving enthusiastic actions to their drive-in prints gram from leading exhibitors all the nation.

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
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82, NO. 113 NEW YORK, U.S.A., THURSDAY, DECEMBER 12, 1957 TEN CENTS

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edicts Ban
n Cable TV
y Feb. 20

eves Congress Pressure
Force Action by FCC

Feb. 20 the Federal Communi-s Commission will ban toll television, Ernest G. Stellings, ent of Theatre Owners of Amer-edicted here yesterday. He em-ed that this was a personal fore-

st

s based on his belief that pres-f both Senate and House mem-nd the objections raised to using r waves for tests of toll TV will about the FCC action.

re is a question as to whether ederal agency can enforce such

(*Continued on page* 4)

a. Stock Again Up
TV Report Persists

amount Pictures stock rose two again yesterday under the im-of a continuing report in finan-circles that a deal for the ny's film backlog is imminent. e basis of the same report, the

(*Continued on page* 5)

iness Loss Rises
40% from Strike

New York's wild-cat subway neared the end of its third day day, Broadway theatre managers of the opinion that business was ing to level-off at about 30 to r cent below normal. "In light of

(*Continued on page* 4)

TRADEWISE
on page 2

elevision Today
on page 6

"WILD IS THE WIND," Hal Wallis' production for Paramount starring Anna Magnani, Anthony Quinn and Anthony Franciosa, had its world premiere in spectacular style last night at the Astor Theatre on Times Square. Seen in the lobby at the gala affair above (l. to r.) are: Wallis; Mrs. Barney Balaban; Balaban, president of Paramount Pictures, and Joseph Hazen, business partner of the producer. Opening benefitted WAIF, adoptions charity.

(*Advt.*)

Bartlesville in Saskatchewan

Community Antenna Aids Canada Cable TV

Special to THE DAILY

PRINCE ALBERT, Sask., Dec. 11—What could turn out to be the Canadian version of the Bartlesville, Oklahoma, toll-television experiment is developing in this fur and lumber city of 20,000 population.

TV viewers who are connected to this community's TV cable system have been offered an additional service this week of a six-night-a-week series of feature films. The new series will feature such British films as "Tight Little Island," "Brief Encounter," "Great Expectations," "The 39

(*Continued on page* 6)

N.E. to Back Spaced Releases with Drives

Special to THE DAILY

BOSTON, Dec. 11 — Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres addressed a large group of exhibitors and distributors at the Hotel Bradford here today on the first stop on his country-wide tour to discuss the orderly distribution of quality product throughout 1958.

The meeting was called jointly by the two exhibitor organizations in the Boston area—Independent Exhibitors Inc. of New England and Allied Theatres of New England;

(*Continued on page* 5)

Silverman 'All Wrong,' Chicago Showmen Say

Special to THE DAILY

CHICAGO, Dec. 11.—Theatre industry executives reacted sharply here today to the statement yesterday by Edwin Silverman, president of the Essaness Theatres Corp., that he believed "all major Hollywood studios,

(*Continued on page* 3)

MPA Notified

TOA Moving To Implement Business Plan

Members Will Be Asked To Send in Commitments

By JAMES M. JERAULD

Ernest G. Stellings, president of Theatre Owners of America, has notified the Motion Picture Association that TOA is ready to go ahead with the public relations and business building program, he said yesterday at a press conference held here. Members will be asked to send in commitments and pledge to pay four tenths of one per cent of their film rentals for the purpose of financing the drive.

Ernest Stellings

Distributors, through the MPAA, will match the exhibitor contributors.

Allied States Association has not taken official action. Its board of directors is scheduled to meet the next time in February.

A meeting of the board of direc-

(*Continued on page* 4)

Major Films Each Month Vital Today: Ricketson

From THE DAILY Bureau

LOS ANGELES, Dec. 11 — Frank H. Ricketson, Jr., National Theatres vice-president, today declared: "The important issue exhibitors face today is the assurance that there will be an orderly release of major productions every month of the year. Exhibition and production can roll up greater grosses today, despite heavier competition for the public's attention, by pulling together and being flexible in thoughts and actions."

Ricketson leaves tomorrow for Kansas City, Detroit and Chicago.

PERSONAL MENTION

W. C. MICHEL, executive vice-president of 20th Century-Fox, has left here for Hollywood.

•

MAX E. YOUNGSTEIN, president of United Artists Records, is scheduled to return to New York from the West Coast on Monday.

•

SPYROS S. SKOURAS, president of Skouras Theatres, will return to New York from London over the weekend via B.O.A.C.

•

DAVID GOLDING, in charge of special promotion for DON HARTMAN'S "Desire Under the Elms," will return to the Coast from New York tomorrow.

•

DAVID E. ROSE, independent British producer for M-G-M, now in Hollywood, will return to London this week by way of New York.

•

JACK BARTON, manager of the Royal Theatre, Baltimore, became a grandfather when his daughter, MRS. GARY RUBENSTEIN, gave birth to a son at Lutheran Hospital.

•

GREGG TALLAS, producer-director, arrived in New York yesterday from the Coast.

•

CECIL B. DEMILLE will arrive in New York this evening from Hollywood.

•

JAMES J. KRIEGSMAN, president of JJK Copy-Art Photographers, will leave here tomorrow with his family for a vacation in Florida.

Stars to Join AMPA Christmas Celebration

Wayne Morris, Sam Levene, Thelma Ritter, Ricardo Montalban, Peter Ustinov, Dorothy Hart and Tom Ewell are among the stars of screen, stage and television invited to the Associated Motion Picture Advertisers' 41st annual Christmas luncheon party next Tuesday in the East Ballroom of the Sheraton-Astor Hotel here.

Hans Barnstyn, manager of the Translux Lexington Theatre, and chairman of the AMPA party, reports a superabundance of gifts which will be distributed as door prizes. Reservations point to a record-breaking attendance, he said.

TRADEWISE

By ONLOOKER

"MUST TWO PEOPLE marry as soon as they find themselves in agreement on several matters?" was the gist of the reactions this department got from several Allied States leaders who read the paragraphs here last week in which it was suggested that since Allied and TOA recognize a unity of purpose in their major current endeavors, why not a merger of the two or, at least, a joint working agreement of some kind? . . . Commented one Allied official: "I have heard of no serious discussions taking place on a merger of a working agreement between Allied and TOA. Personally, I don't think a merger of the two would be good for the industry. For the sake of argument let's concede that Allied has a bunch of wild ideas a lot of the time. Still, suppose there is one good one in every three. Alone, we can try it out, find out for ourselves what's worthwhile and what isn't. . . . I doubt if we'd be able to do that in any union with TOA. They are big, important circuits for the most part. They think differently, react differently from the little people who constitute most of Allied's membership. Chances are they would want no part of our wild ideas, not even the one possibly good one in every three. And most likely, under any foreseeable merger arrangement, TOA would be in a position to vote us down. Even if we had a 50-50 representation on a merged organization's board, and anything better than that is not in the cards, we couldn't be effective in any showdown. That could mean a lot to our people and could be a constant source of dissatisfaction and irritation within a new organization, which conceivably could leave it, as well as the Allied faction, ineffectual a large part of the time. That's why I say I, personally, don't think an Allied-TOA merger would be good for the industry, or for exhibitors, entirely apart from the subject of personalities of oil and water type in the two organizations about which we hear so much."

TELEVISION appears to be getting tough with film personalities who have the temerity to express any vigorously critical views of the video world and its weaknesses, if one can take at face value the quotations which U.P. Hollywood writer Vernon Scott recently attributed to Richard Egan. . . . The actor claimed he had been threatened with a TV boycott by ad agencies after he had criticized the medium during a recent four-week tour. "I couldn't care less," was the quoted Egan comment. "Those guys don't know anything about drama or entertainment. They're just salesmen. Look what TV's done to people like Jackie Gleason and Sid Caesar. They didn't lose their ability. The smart boys just said they weren't selling products. So off they went." . . . Egan said TV producers and directors are scared to death of the ad boys. "You often find undeveloped story points in TV drama. But you never see an undeveloped commercial," he said.

THE NEW YORK CITY SUBWAY strike has hurt Times Square theatre business seriously but neighborhood theatres either are not affected at all, or were hurt only moderately. Department stores report much the same experience. The big midtown stores estimate Christmas shopping losses at $2,000,000 daily, but those with suburban branches report sales above expectancy even for this period. Understandable, of course, what with the difficulties of travel and the constant reminders thereof on TV and radio. But it adds another argument in favor of Sam Pinanski's proposal for first runs in the outlying growth areas. When the public, for whatever reason, isn't going beyond walking distance of the home, the product must go where they are.

Future Looks Bright: O'Donnell and Isley

Special to THE DAILY

DALLAS, Dec. 11.—Industry e forts in accomplishing an orderly r leasing plan and the quality of upcon ing product were discussed by spea ers at a luncheon given here yesterd. by Phil Isley, president of Phil Isl Theatres. Approximately 100 circ executives, independent exhibito distributors and film buyers were attendance.

Says Public Will Return

Orderly releasing was the subje of the principal speaker, R. J. O'Do nell, vice-president and general ma ager of Interstate Theatres. "The co sistent release of top pictures spac throughout the year, will mean mo to re-instilling the movie-going hal than anything else yet devised," declared. "With the orderly relea program we can now look far enou ahead to plan bigger and better selli campaigns to bring the public back our theatres."

Isley gave his guests an optimis outlook for the coming season in discussion of the many quality p tures due for release next ye "Dozens of quality films from all t distributing companies are, in r opinion, sure-fire box office hits a hold the brightest future for theat that we have ever seen; thus we ha cause to renew our faith in this gr industry."

Leading Exhibitors Heard

O'Donnell and Isley then listed large number of pictures by nan Other speakers were John Rowl president, Rowley United Theatr Gordon McLendon, president, M Lendon Enterprises; Eddie Jose president, Texas Drive-In Thea Owners; Ed Green, president, Te Theatre Service; H. J. Griffith, pre dent, Frontier Theatres; Willi O'Donnell, president, Cinema-A Theatres. Kyle Rorex, executive rector of Texas COMPO, served toastmaster.

Denver Club Reverts

DENVER, Dec. 11 — Variety Te No. 37 has voted to leave Vari Clubs International and revert to t Rocky Mountain Screen Club, whi the local group was called prior Variety affiliation.

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PEOPLE

ack L. Labow, formerly manag- director of RKO Radio's Cana- ı distributing organization, has ı named managing director of) Radio Pictures of Australia, suc- ling **Douglas G. Lotherington,** recently retired.

□

ıck Judd, manager of the Colum- Pictures Pittsburgh exchange, has ı promoted to head the com- y's Southwest division, which in- les the Dallas, Houston, Memphis Oklahoma City branches. His as- ınt, **Frank Silverman,** will succeed as manager at Pittsburgh on 13.

□

'rank Lloyd Wright, considered the n of American architects, has ed forces with **Mike Todd, Henry** **Kaiser** and **Sylvester "Pat" Weaver** lesign and build aluminum-dome, ti-purpose-auditorium theatres for ldwide use, to be adaptable as ıtres, film studios, radio or TV lios, community centers and ɔol buildings, among other uses.

□

ılbert M. Pickus, owner of the ıtford Theatre, Stratford, Conn., a director of Theatre Owners of erica, has been elected to the rd of directors, Stratford Cham- of Commerce.

□

Villiam Goldman, head of Wil- ı Goldman Theatres, Philadelphia, been named a member of the isory committee staging the 101st iversary celebration next month of city's famed concert hall, the demy of Music.

□

ilbert D. Seton, associated in law ı **Gregson Bautzer** for the past r years, on Monday will open his ı offices at Beverly Hills to en- e in general civil and trial prac- .

□

Iarry W. Shaw, division manager, ɛw's Poli-New England Theatres, „ has been named to the Christ- ; lighting decoration publicity- motion campaign by the New ven Chamber of Commerce.

□

Edward J. Wall, for 30 years in employ of Paramount Pictures, various capacities and in recent rs field representative in the Buf-) and Albany exchange areas, will ire Jan. 1. **Arnold Van Leer,** who been Paramount Pictures field resentative in the Boston and New ven areas for the past 15 years, l cover an enlarged territory, rting the first of the year, includ- Boston, Buffalo, Albany and New ven.

Silverman View Held Wrong

(*Continued from page 1*)

with the possible exception of one, will close within the next six months." It was the general opinion of theatre men around town that "Silverman is all wrong."

Told of the response to his statement, Silverman retorted: "They told me I was crazy 31 years ago when I started selling talking pictures."

Then he added: "If I didn't love the business so much I would not try to warn it that it is committing suicide. I predict the end of picture making for theatres because too many pictures are available to people in the comfort of their own homes.

"This is the only business I know of that turns over its product to be given away. The studios have unloaded backlogs of films on television at ridiculously low prices. Without any foresight, studio heads have flagrantly eliminated great potential theatre audiences.

"I say the industry must face reality and stop hiding its head in the sand. It is like a sick person who refuses to see a doctor," Silverman said.

On a more optimistic note, he then observed: "If pictures made after 1948 are not sold to television, the industry may survive. TV will soon use up its supply. Pictures will grow more and more stale, and the public will have to go to theatres to see good pictures."

Sir Arthur Terminates Association with BLF

From THE DAILY Bureau

LONDON, Dec. 11.—Sir Arthur Jarratt has terminated his association with the governmentally controlled British Lion Films to accept the honorary presidency of the Kinematograph Renters Society. It is understood, although not confirmed officially, that David Kingsley, managing director of the National Film Finance Corporation, will head British Lion temporarily. The Government is currently considering bids from commercial interests to take over British Lion, which is now reported to be completely solvent.

Sir Arthur is chairman and managing director of George Humphries & Co., Ltd., film processors. Kingsley is a chartered accountant who has headed the NFFC since 1954.

Six Films in 3 Years In New UA-Kramer Pact

United Artists and Stanley Kramer have signed a new six-picture contract calling for two features a year over a three-year period. The announcement, made yesterday by Kramer and Arthur B. Krim, president of United Artists, stated that Kramer would personally produce all six films and would direct three.

Properties already acquired by Kramer for the new UA distribution pact include the stage play, "Inherit the Wind," Nevil Shute's "On the Beach" and "Invitation to a Gunfighter."

New Sound Installation Ready at Roach Studio

Special to THE DAILY

HOLLYWOOD, Dec. 11. — Installation of a new $200,000 sound system has been completed at the Hal Roach studio under the supervision of sound director Elmer Haguse. Included are seven Westrex magnetic recording and reproducing machines for production, recording and transfer.

'Wind' Premiere Here Is Benefit for WAIF

Hal Wallis' "Wild Is the Wind" had its world premiere at the Astor Theatre here last night as a benefit for WAIF, the adoption division of International Social Service, which is dedicated to finding foster parents in the U. S. for homeless children of Europe and Asia. Premiere tickets were scaled from $25 per pair to $2.50 each. The house was completely sold out.

Company Officials on Hand

Star personalities, business leaders, newspaper publishers and civic officials were in the first-night audience. Wallis, his business partner, Joseph Hazen, and Barney Balaban, president of Paramount, were among the many film industry executives who were present. Also on hand was Joan Crawford, president of the New York chapter of WAIF.

Radio coverage was given the premiere festivities, and the lobby interviews were tape-recorded for use on the Voice of America.

Proposes Plan to Keep A. C. Theatres Operating

Special to THE DAILY

ATLANTIC CITY, N. J., Dec. 11. —George A. Hamid, Sr., who operates a chain of theatres at the resort as well as the Steel Pier, proposed a plan for the opening of his Roxy Theatre on the Boardwalk as an off-season visitor attraction. His plan, met with mixed reactions, calls for hotels and stores to purchase blocks of $100 and $200 worth of tickets for distribution to guests of the hotels and customers of the stores.

Hotelmen Hesitant

The first-run house is now dark, Hamid said, because "losses were too great for our individual operation to sustain." While hotelmen agreed there was a dire need for more entertainment here, they felt that the city rather than any group of businessmen should subsidize any entertainment project.

. . . NEWS ROUNDUP

VFW Citations to Three

The Veterans of Foreign Wars presented citations in Hollywood this week to three members of the production branch for activities in defeating Communist efforts to infiltrate the industry. Honored were Morris Weiner, Universal-International studio executive; Ward Bond, actor, and Borden Chase, writer. Presentations were made at a Beverly Hills Hotel luncheon presided over by Y. Frank Freeman.

■

U-I Acquires 'Hawk'

Universal-International has acquired the world distribution rights to the SuperScope, Technicolor production, "The Mark of the Hawk," and will release it as one of the company's major offerings for the coming year, it has been announced by Alfred E. Daff, executive vice-president of the film company. The picture was made in the interior of Nigeria by World Horizons Productions.

■

L. A. Marks 50-Year Spot

Los Angeles Mayor Norris Poulson, producer Jesse L. Lasky and actress Taina Elg yesterday participated in ceremonies attending the unveiling of a plaque at Seventh and Main streets, Los Angeles, commemorating the 50th anniversary of the beginning of major film producing there. It is the site of the Chinese laundry whose roof was utilized as a stage in 1907 by Selig Polyscope Company for "The Count of Monte Cristo."

■

Big Ticket Sale for 'Kwai'

An advance sale of more than $75,000 before the American premiere of Columbia Pictures' "The Bridge on the River Kwai," at the Palace Theatre here next Wednesday, has been predicted by Sol A. Schwartz, president of RKO Theatres, who declared that ticket sales thus far at the theatre have exceeded $60,000.

■

Preminger and Jaffe Merge

Ingo Preminger and Herb Jaffe have announced the merging of their independent agencies, located in Hollywood and New York, respectively, in a new organization to be known as Preminger-Jaffe-Stuart Agency, with offices in both cities. Preminger is president of the new organization, Malcolm Stuart vice-president and secretary, and Jaffe vice-president and treasurer.

BOOK REVIEW

THE MOVIES: The sixty-year story of the world of Hollywood and its effect on America, from pre-nickelodeon days to the present. By Richard Griffith and Arthur Mayer. 422 pages. Illustrated. $15.

Just as the industry is calling attention to a fiftieth anniversary there comes this vastly entertaining, attention-commanding picture and text record of *sixty* years of motion pictures. The picture evidence herein leaves no area for doubt as to where the historic inaccuracy lies.

It is a monumental book—in size, in interest and in the apparent labors which went into its making. Anyone, regardless of age, who has ever had the slightest interest in motion pictures will find not just something, but a great deal in this volume to beguile and delight him.

•

On the whole, both the selection of stills and the writing of captions and text have been done with the entertainment of the reader in mind. Despite the authors' real success in that area, the background of the American motion picture from its beginning right up to now is illuminatingly presented. Read for entertainment or information, it should be equally rewarding.

The scope of the vast work may be appraised from a selection of its chapter subheadings. Under "The Birth of the Movies" we find The Kinetoscope, The First Movies, George Melies. Then, the Nickelodeon Age, Store Shows, The Men Who Owned the Business, The Fighting Independents.

Section two, among other subjects, covers the star system, comedy and comedians, serials, westerns, fights. Section three: DeMille discovers the bathroom; Valentino and the second string sheiks; World War I films; The Big Clean-Up (Will Hays); Garbo, Negri, Swanson; the Talkie Revolution. Section four: horror, gangster, confession, topical films; The Grim Thirties, decency (Mae West, the Legion of Decency).

•

Section five: Sweetness and light, comedy (Fields, Chaplin, Marx Brothers;) return to spectacle, message pictures, the "big" westerns, Hollywood in the Thirties (Hedda vs. Lolly), The Slump Before the Storm, World War II. Section six: The Postwar Decade, "mature" films, old reliables, Hollywood Today.

Those are but a sampling of the headings and subheadings of the table of contents of this huge production, designed to provide a partial idea of the great scope of its contents represented by 1,000 photographs and 150,000 words of commentary and picture captions. Many of the pictures have never before been published (so the jacket blurb claims and, certainly, this reviewer rarely turned a page without finding some to surprise and delight him). They came from private collections, from the oldest files of film companies, and from the Museum of Modern Art Film Library.

The authors are well known to many in and out of the industry. Richard Griffith is curator of films for New York's Museum of Modern Art, and Arthur Mayer is a veteran exhibitor, foreign film importer and distributor, advertising-publicity executive and writer on subjects cinematic, and a producer.

They have achieved a magnificent 60-year report on the motion picture, its personalities and developers. They have done it with compelling interest and a high degree of reader enjoyment. Certainly every reader will not agree with the emphasis the authors have put on this phase of the industry or that, on their preferences for one personality over another, on the significance, or lack of it, of certain historic or current industry developments; nor need they quarrel with minor inaccuracies here and there. The important thing, as with the "movies," is the entertainment provided.

The authors have taken care of that most generouslv.

S. K.

TOA Moving

(*Continued from page* 1)

tors of the MPAA is scheduled today for the purpose of hearing reports on the campaign from A. Montague, distributor representative on the Council of Motion Picture Organizations triumvirate, and Paul Lazarus, Jr., chairman of the advertising and publicity committee.

No agreement has been reached as yet on how the collections will be made. On some previous occasions percentages have been added to film rentals at exchanges, but there has been some distributor opposition to this because of the involved bookkeeping. Another suggestion has been that bills be sent to exhibitors quarterly. Still another has been that the Council of Motion Picture Organizations handle the collections.

'Without Qualifications'

In discussing the public relations and business building plans, Stellings said the TOA decision to go ahead was "without qualifications" because of the distributors' efforts toward spreading releases.

"The distributors have done all they can in supplying information on releases," he said. "We are happy they have done it. It ought to stabilize the business and improve grosses. We can't see how they could have gone further."

Stellings said that the TOA would hire a public relations man in the near future; that he will be a newspaper man who has had exhibition experience, and that his chief concern will be with the trade and general press. The man has been chosen, but the date of his availability has not been decided.

Stellings 'Not Disturbed' By Arbitration Postponement

Postponement of the arbitration conference scheduled for last Monday which drew a sharp comment from Abram F. Myers, Allied board chairman and general counsel, failed to disturb Ernest G. Stellings, president of Theatre Owners of America. He pointed out here yesterday that the resignation of Charles M. Reagan, one of the two distributor representatives in the arbitration conferences, put an unexpected responsibility on the remaining representative.

"If George Kerasotes had resigned as the other TOA representative, I probably would have asked for a postponement," he said. When asked what he thought of the arbitration outlook he said: "I'm still hopeful, but I don't want to make any predictions."

Researchers to Study Films Sales to TV

Theatre Owners of America has retained a research firm to prove to distributors that the sale of film backlogs for television use not only damaged theatre grosses, but that it also cost distributors large sums. A report is to be presented the middle of January.

Ernest G. Stellings, TOA president, described the TV sales as the "result of failure to consider the consequences" and added that it was "shortsighted and economically unsound."

To prove his contention, he told the trade press yesterday that distributors could have made more money by not selling their backlogs.

"Theatre grosses were running at approximately $250,000,000 a year," he said. "Theatre rentals fell off about $130,000,000 after the big pictures began to go on the air. How much did the distributors get from TV—approximately $70,000,000. The net loss was $60,000,000."

At first Stellings refused to name the research firm, but later said it was Al Sindlinger & Co.

Predicts Exhaustion

The film supply for television will soon be exhausted, he said, because television eats up pictures eight times faster per year than theatres.

"The only thing that saved television in the face of rising program expenses," he said, "was the film backlogs. Hereafter independent producers product should be controlled by the distributors to stop that leak."

Then, pausing to emphasize his remarks, he said: "We don't want any more sold to TV as of now. Distributors are about ready to admit it was the biggest mistake they ever made. The guilds will probably take the same action as that taken by the Screen Producers Guild. Their members are beginning to feel that jobs are more important than payments on pictures made years ago."

Predicts Ban

(*Continued from page* 1)

a ban, he admits, but he feels certai the problem will eventually reach th U.S. Supreme Court.

Stellings' comments came about a result of questioning as to wh happened at the meeting of the Joi Committee on Toll TV Monday nig at the Sheraton Astor. A formal stat ment from the TOA office Tuesd afternoon said all decisions had bee unanimous and that exhibitors will b asked to re-finance the opposition toll TV over the air and to offer ai in areas where there is exhib tor opposition to granting municip franchises for wired television.

Not Unanimous, Say Some

Some of those present have insiste the decisions were not unanimous.

"There were 23 persons present an 23 hands were raised in favor of th final action," Stellings said.

He pointed out that representa tives of the Metropolitan Motion Pi ture Theatres Association, Allie States and the Independent Theat Owners Association were present i "unofficial capacities," because the organizations had not taken offici stands.

TOA was the only organization th had taken a vote of members.

'Can't Sit Back and Wait'

When it was called to his attentio that prominent members of TOA hav applied for cable television franchis he said: "They'd be suckers if the didn't. They can't sit back and wa for new interests to cut in on this, e pecially where they have many thea tres involved. I don't think they wa toll TV by wire or any other way.

"We are not trying to commit e hibitor members of any organizatio Where they appeal to us for aid i combating local applications for fra chises we will help them." He point to the fact that the franchise-seeke in both San Francisco and Los A geles "have not been able to get fra chises yet."

Business Loss Rises

(*Continued from page* 1)

what we've been doing lately, it can get much worse," said one.

Late reports in the city's afternoo newspaper estimated that the city retailers were losing more than $2, 000,000 daily in sales. Theatre an store executives alike complained bit terly that radio and television repor on the strike situation had frighten off thousands of potential customers

Unlike the stores, however, wher employee absenteeism was often re ported as high as 35 to 40 per cen especially in the morning hours, thea tre managers had nothing but compli ments for their house staffs which, fo the most part, "were right on time. A spokesman for Radio City Musi Hall, which has the largest numbe of employees of any theatre in th country, said that their attendanc and punctuality was "remarkable" i light of the adverse transit conditions

EVIEW:

ide a Violent Mile

egal—20th-Fox—Regalscope

Boston, Dec. 11

The War Between the States, ever source of fascinating story material, it for the eye and/or ear, is setng for this actionful western proiced by Robert Stabler and directed executive producer Charles Maris Warren for Regal Films Inc. nner and 20th-Fox release. It's a mmendable package, and presence such known names as John Agar ll aid considerably the showmanip element.

As based on a Warren story, with reenplay by Eric Norden, "Ride A olent Mile" evolves as a grim treatent of events and people of import the America of a century ago. owboy John Agar meets Penny Edrds and becomes dramatically inlved in a plot to smash the North's ockade of Southern ports. On the n from revenge-seeking Confedate agents, the duo arrive in Mexionly to be trapped by John Pickd and still more Southern sympaizers.

Agar learns of a fantastic scheme iereby pro-Southern Texan cattleen would drive huge herds across e border in exchange for free nfederate war goods entry permits rough Mexican ports. The Warrenorden story gives subsequent Agarlwards action, which ultimately cirmvents Dixie dream of greatness, ll-dimensioned logic and dramatic lue.

Running time, 80 minutes. General ssification. Release, in December.

A. M. W.

ara. Stock Again Up

(Continued from page 1)

ock had advanced approximately ree points on Monday. Trade rerts were that Paramount had dened a $35,000,000 bid for its 750 e-1948 films from a syndicate which uld then lease the product to teleion.

The same syndicate reportedly ll is in the market, presently resing its bid upward. Paramount icials have indicated the company uld entertain a $40,000,000 offer r the backlog.

oldwurm Sues Chicago ver Ban on 'Nana'

Jean Goldwurm, president of Times lm Corp., said yesterday that his mpany had filed a $100,000 suit rlier this week against the city of icago for banning public showing its motion picture "Nana." The acn, which also names Mayor Richard Daley and Police Commissioner mothy J. O'Connor, was filed in nited States District Court and arges the defendants with "flauntg" the recent United States Supreme ourt ruling which reversed a similar n on "The Game of Love." The tter feature is also distributed by imes Film Corp.

New England to Back Spaced Delivery

(Continued from page 1)

Martin J. Mullin, president of the Allied unit, was toastmaster.

Hyman pointed out the progress that has been made since October 23 when discussions on a more even flow of product were opened with distributors, stressing the importance of quality pictures in the so-called orphan months of April, May, June, September and October. Hyman said, "I can report that great sincerity has been evidenced on all sides and everything humanly possible will be done to adhere to this new schedule. Boston is possibly the most competitive area in the country and I'm happy to be here to talk with you. If we can accomplish this new scheduling of product, every person who has a stake in this industry will benefit."

Queried by Lockwood

From the floor, Arthur Lockwood, president of L&G Enterprises asked, "Have the ten film companies given you some authentic promise of these triple a films?" Hyman said, "I have been assured by them that if a company does not have a triple a available it will substitute another good quality picture."

Edward W. Lider, president of IENE asked three questions. (1) "What will be the thoughts of distributors on setting up clearance of pictures over TV? So far there is no clearance at all." Hyman answered, "Your exhibitor organizations are working with distributor sales managers on this problem."

Questioned on Production

(2) "When will the Justice Department allow theatre owners to make pictures so small theatres can be assured of an adequate flow of product?" Hyman answered, "We are firm believers in pictures of quality rather than quantity and I don't believe numbers are as important as top grade entertainment." (3) "Do distributors realize the impact of road shown pictures on small theatres? Hard ticket films with advanced admission prices can only result in a further shortage of product for small houses." Hyman answered, "our business is a mass-type business and we prefer not to have many two-a-day pictures. The two exceptions this year of course were "The Ten Commandments" and "Around the World in 80 Days." But you all must realize the great pressure being brought to bear on the distributors by the producers. However, I hope, along with you, that our business will continue to be a mass-type of entertainment."

Martin Mullin told the gathering that his circuit is planning the biggest business drive ever conducted by the company. "We are taking off our coats and rolling up our sleeves, as we think we have the finest showmen in this area. More than that, we are selling our industry in an overall picture, cooperating with our opposition in the various cities."

Hy Fine showed the gathering some of the institutional ads used in newspapers, particularly the full-page gratis ad in last Friday's "record," a Hearst paper, an accomplishment by all theatres in the city. Morris Simms, manager of the Olympia Theatre, New Bedford, told of the cooperation the theatremen in his city have received from Basil Brewer and Charles Lewin of the "Standard Times" who have given all New Bedford theatres a double-page spread and roto space in last Sunday's edition.

Sees Leadership Regained

In closing, Hyman said, "I urge you to take this schedule of film releases, study it to get the utmost out of it. We are convinced that with every last one of us giving the orderly distribution in 1958 an all-out showmanship effort through a program of action such as never seen before, our industry will again take its rightful position as the leader in the amusement field."

Reserve Decision in Suits of NTA, AAP

The proposed sale of more than 50 per cent of the outstanding stock of Associated Artists Productions Corp. to National Telefilm Associates, Inc., became further involved in complicated litigation here yesterday. The New York Supreme Court reserved decision on motions and cross-motions to dismiss a cross motion brought by NTA which sught to compel Louis Chesler and Maxwell Goldhar of AAP to live up to a contract which they have since repudiated.

In addition to NTA's performance suit, there are at least two other legal actions in which both NTA and AAP are either directly or indirectly involved. One was brought by a group of AAP minority stockholders, who claim that a much better deal was offered by United Artists Corp., and request a temporary injunction on the sale. The other was filed by NTA against United Artists, president Arthur Krim, board chairman Robert Benjamin, AAP president Eliot Hyman and others, charging them with seeking by "unethical means" to prevent the transfer of the majority of AAP stock to NTA.

An NTA attorney told the court yesterday that the suit brought by the AAP minority stockholders has no standing in the court because they were not parties to the original contract between NTA and Chesler and Goldhar.

The court called for the submission of briefs by all parties by Dec. 20.

You are cordially invited to attend

A. M. P. A.'s

(Associated Motion Picture Advertisers)

Forty-first Annual

CHRISTMAS PARTY LUNCHEON

Tuesday, December 17th, at 12:30 P. M.

EAST BALLROOM

SHERATON-ASTOR HOTEL

Gifts for Everyone!

Stars of Screen, Stage and TV to Entertain!

Tickets $4

including luncheon and gratuities

Television Today

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports. (Results of this year's poll will be published early in January.)

Howard Pearson, Deseret News and Telegram, Salt Lake City: I believe there is little to criticize, actually. We might wish that the public would pay more attention to "cultural" shows and that the networks would do the same, but the public doesn't, so the networks don't. The networks might insist on less bloodshed in westerns. Local stations might take mysteries at a later hour, but this would involve quick kinescopes from eastern points and cost considerably more.

Tom O'Connell, Plain Dealer, Cleveland: Television's most serious problem is summer viewing fare. Repeats are no longer a laughing matter.

Philip Cole, Madison Courier, Madison, Ind.: Leaning toward 1930-1940 radio formats. Lots of westerns, not really making progress but assuredly making money. It seems to reflect the wants of its viewers without attempting to use its tremendous power to influence and to educate.

Don E. Thornton, St. Joseph News-Press, St. Joseph, Mo.: Though this fall saw a rash of new western TV shows, many spectacular shows such as "Pinocchio" were also presented. "Annie Get Your Gun" and "Pied Piper" were scheduled leading us to believe that networks are waking up to the fact that viewers want entertainment, **Good entertainment,** in 60 and 90-minute doses. The best news all year was that NBC will use color tape so show times will not change in the twice-yearly area time changes.

Lawrence Laurent, The Washington Post, Washington, D.C.: I have been horrified at the pre-season announcements that the season is a "dud." I have been equally horrified by the pre-season pundits who proclaim the season "is not a dud." A season should be judged at the end —not the beginning of it. The most significant change: From "Away We Go" to "High Ho—Dobbin, Away!"

L. A. Pay-TV Decision Now Set for Wednesday

From THE DAILY Bureau

LOS ANGELES, Dec. 11. — The Los Angeles City Council today rescinded yesterday's postponement of the pay-television ordinance hearing, and set next Wednesday for its consideration. The vote to reconsider was 10 to 2.

C & C Has Option for 87% Skiatron Stock

C & C Television Corp. has been given an option to acquire 87½ per cent of the capital stock of Skiatron TV, Inc. and Skiatron International Corp. from Matthew Fox, it was announced here yesterday by C & C. The terms upon which the option may be exercised will be submitted to the stockholders of C & C Television at their annual meeting in the Spring.

If the option arrangement is approved by the C & C stockholders, it will remain in effect until June 1, 1961. Fox, who is president of both C & C and Skiatron TV, pointed out that this option, acquired by C & C at no cost to it, places the company "in the preferential position of deciding within the next 3½ years whether or not it wants to acquire control of the Skiatron subscription television system."

'No Obligation,' He Says

Fox said that, although he was under "no obligation" to grant the option to C & C, it was "his desire—if subscription television proves as successful as most well-informed people believe it will be—to have the other stockholders of C & C Television Corp. share in its growth and revenue."

C & C presently owns substantially all world-wide rights to the RKO film library, having purchased them in a deal consummated in December, 1955.

Henry Hede Promoted To ABC-TV Sales Head

Henry Hede has been promoted to administrative sales manager of ABC Television Network, effective immediately, Thomas W. Moore, vice-president in charge of sales for ABC Television announced yesterday.

Moore also said that Eugene Wyatt, national sales manager for ABC-TV, will take over Hede's former duties as eastern sales manager.

In his new post, Hede will handle all administrative responsibilities of the sales department, including liaison between the sales, program, research and sales development and other departments of ABC Television.

'Community'

(*Continued from page* 1)

Steps," "The Blue Lagoon" and "They Were Sisters." While there is no extra charge for the films, industry observers view it as extension of the toll TV idea.

Three features will be shown each week over Channel 2, with the films being repeated. In addition there will be selected short subject films to make up approximately a two hour program of viewing. The hours for the nightly screenings have not been definitely established, but they may run from 7 to 9 or from 8 to 10.

Educational Programs Included

In announcing the new film series, Community TV Ltd. manager Harry Hart said it is also planned to carry special educational programs on Channel 2 which it is hoped will be of value to the schools. Community TV currently sends programs from Saskatoon, about 70 miles away, on Channel 4 into about 1,100 Prince Albert homes and business places and is signing up new subscribers at the rate of about 80 to 100 a month.

The cable system is the only one of its kind in this prairie province of Saskatchewan, beginning operations in November, 1955. At last count, there were approximately 70 such systems throughout Canada, with the greatest concentration being in the province of Quebec. In Montreal, for example, Rediffusion, Inc., recently involved in a deal with Skiatron-TV, Inc., operates a community system with about 5,000 subscribers. While Canadians usually refer to such a system merely as "the cable," they are perhaps more fittingly termed "community antenna systems" in the United States.

Theatre Managers Concerned

The showcasing of the feature films on the community cable system here has raised considerable anxiety on the part of local theatre managers. J. M. Mahon, manager of Famous Players' Strand Theatre, has gone on record as saying that exhibitors have been denied the opportunity of getting into pay-TV on their own, which would have given them the chance to "catch up again with the business we've lost to TV." Without mentioning Community TV Ltd. specifically Mahon said "the Pay TV systems are behind time and we have been waiting for them to say that they have everything ready for our use."

"In the meantime," he continued, "the people who have been watching us felt we were missing the boat and decided that they could beat us. What has happened here will happen all over North America if we just sit around and say that we are agin it. Not one of these owners of this local community TV company ever was in the entertainment business before."

Regrets TOA Action

Mahon added that he was "indeed sorry to see that the TOA would go out and make a blanket condemnation of pay-TV in any form."

National Pre-Selling

"FROM the outer fringes of V War II has come one o war's finest films, 'The Bridge o River Kwai.' It is both a pow adventure story and a curious s study of brave men in war," ports 'Life' in the Dec. 9 issu

Most of the film was mad location in the jungle of Ce "Life" uses many interest comp photos of Alec Guinness and Holden made on location. The t cal landscape and the native Ceylon, who have parts as e gives this Columbia picture valued badge of authenticity.

•

"A Farewell To Arms" has selected as the outstanding pictu the month by "Cosmopolitan" m zine for Dec.

•

A photo of June Allyson is on front cover of "The Saturday Eve Post's" Dec. 14 issue. It introd part one of her autobiographical cle appearing in the same issu the lead story.

Frankness and candor are dominant factors of this story star born in The Bronx in hu surroundings. Many photos June's most successful films illus the article.

•

A striking ad on "Don't Go I the Water" appears up front "American Legion" magazine's cember issue.

•

According to the Dec. issue "Seventeen," Diane Varsi the year-old actress who plays the of Allison Mackenzie in "Pe Place" read the Grace Metalious b seller six times. She read the sc play 30 times, Diane is a thin, fra girl with a wistful look in her She was cast by Director Robson the teen-age heroine of this N England story, albeit it is her motion picture role.

•

Ads on "Around the World in Days," "All Mine to Give," and table of contents ad on "Don't Near the Water" appear in the cember issue of "Parents" magaz

•

That light, romantic musical "A Love," starring Pat Boone and S ley Jones is reviewed in the D issue of "Redbook." Florence Som gave an upbeat review to this f about the owner of a Kentucky h breeding farm and his two lov daughters. In addition to the rom tic theme this film has some excit trotting races.

•

"Operation Mad Ball" and "B Face Nelson" both receive considable attention in a pictorial story Mickey Rooney appearing in the D 10 issue of "Look."

—WALTER HA

All
he News
That
s News

MOTION PICTURE DAILY

Concise
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to the
Point

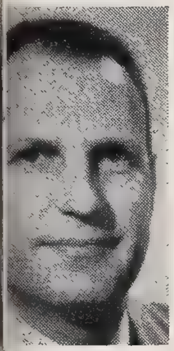
. 82, NO. 114 NEW YORK, U.S.A., FRIDAY, DECEMBER 13, 1957 TEN CENTS

ırge of Operations

ect Golden A V-P and ɔard Member

ving Bankers Trust; ces Over New Post Jan. 1

ɛrbert L. Golden has been elected ɔresident in charge of opera- of United Artists Corp. as well as a member of the board of directors, Arthur Krim, president, announced yesterday. Golden is resigning as vice-president of Bankers Trust Company to take over his new post on January 1.



L. Golden

As vice-president of UA ., Golden will join with the ɔany's top echelon in supervising

(*Continued on page 6*)

cision Is Reserved 3 S-W Acquisitions

deral Court Justice Edmund L. ieri reserved decision here yes- y on Stanley Warner's bid to op- either the Jefferson or the Alpine tre in Punxsutawney, Pa., and to v the lease of the Capitol Thea- ı Cincinnati.

a result of a telegrammed protest Ruben Shor, Cincinnati theatre r, the hearing on the renewal of 'apitol Theatre lease which would

(*Continued on page 6*)

'elevision Today

on page 5

ıe Silverman Solo

An Editorial—page 2

Skouras Is 'Shocked' By Silverman Statement; Asserts Faith in Industry

Spyros P. Skouras, president of 20th Century-Fox, yesterday expressed "surprise and shock" at the statement earlier this week by Edwin Silverman, president of the Essaness Theatres Corp., Chicago, that "all major Hollywood studios with the possible exception of one, will close in the next six months." At the same time Skouras reasserted faith in the "motion picture industry and theatre exhibition."

Skouras, describing Silverman as a "motion picture pioneer," said "a man with such a large investment in our industry should give facts concerning a matter of this kind. He ought to tell all he knows and advise everyone of any details he may know which are so vital to all of us."

Skouras said that 20th-Fox is expressing its faith in the future of

(*Continued on page 2*)

REVIEW:

Peyton Place

Wald—20th-Fox—CinemaScope

JERRY WALD'S "Peyton Place" is a picture that is going to be much-talked about by the large audiences that will soon flock to see it wherever it is shown. And no one is going to be able honestly to make the complaint that is most often heard about novels that are transferred to the screen. No one can accurately exclaim, "It isn't true to the book!"

This is the remarkable achievement of producer Wald: he has taken a book replete with immoral behavior, set down on the printed page with unrelenting carnal explicitness, and has put it on the screen without offense. Seduction, suicide, murder and rape are a part of the Grace Metalious "Peyton Place," and they are depicted in the Wald version forthrightly. As a result, he has caught the full spirit (if not, fortunately, the full letter) of the novel that is still high on the best-seller lists all over the land.

The title alone would assure "Peyton Place" of a strong position at the box office, but Wald has furnished his production with other guarantees. He has had it photographed—in CinemaScope and color by De Luxe—on location in New England, and the beautiful countryside there has been recorded in all the seasons with a vividness that words cannot describe. He has also cast his picture intelligently with such veterans as Lana Turner, Lloyd Nolan and Arthur Kennedy and such new faces as Diane Varsi, Lee Philips and Hope Lange, whose fine performances here augur even better things to come.

Jerry Wald

Fortunately there is a great deal more to "Peyton Place" than sensationalism. There is quite a lot of small-town Americana, for one thing, including the high school graduation activities, which provide some nostalgic episodes, and the town picnic, which provides some amusing ones. Numerous themes that are traditional in stories about small-town life run through the picture as they did in the book—the delights and agonies of adolescence, the urge of these youngsters to

(*Continued on page 6*)

MPA Board

Sets Further Meeting on Business Plan

Montague, Lazarus Report; Agree Campaign Is Urgent

Plans for the industry's institutional advertising and promotion campaign were discussed at length yesterday by the board of directors of the Motion Picture Association at a specal meeting here. It was decided to hold another meeting at 8:30 A.M. next Wednesday at the Harvard Club.

Several company heads stated positively they were in favor of the plan, but others present wanted further explanations. After an hour and one-half of discussion it was agreed that the

(*Continued on page 6*)

Mandel Now Executive Assistant to Schwartz

Harry Mandel has been promoted to be executive assistant for theatre operations to Sol A. Schwartz, president of RKO Theatres, Schwartz announced yesterday. Mandel's duties will be in addition to his present function as head of the circuit's advertising department.

It was also announced that Tom Crehan will have expanded duties in assist-

Harry Mandel

(*Continued on page 6*)

Dismiss Fogel's Action Against Schine, Majors

Special to THE DAILY

ALBANY, N. Y., Dec. 12—Federal Judge James T. Foley, in a 15-page decision today, dismissed the complaint by Max Fogel's Webster Rosewood Theatre Corp. against Schine

(*Continued on page 6*)

PERSONAL MENTION

SOL C. SIEGEL will arrive in New York on Monday from Hollywood.

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RICHARD BRANDT and THOMAS E. RODGERS, president and vice-president, respectively, of Trans-Lux Theatre Corp., are in Detroit from New York.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has returned to New York from Boston.

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JOSEPH L. MANKIEWICZ will return to the Coast today from New York.

•

EDWARD LAWRENCE, of the M-G-M studio publicity department, will return to Hollywood tomorrow from here.

•

ROBERT H. BUCKNER, producer, will leave New York tomorrow for London via B.O.A.C.

•

JEAN NEGULESCO has left New York for Europe.

•

MILTON SPERLING, producer, has arrived in New York from the Coast.

Harrison to Head '58 NCCJ Industry Drive

Alex Harrison, general sales manager of 20th Century-Fox, has accepted the national chairmanship of the amusements division for the 1958 Brotherhood campaign, sponsored by the National Conference of Christians and Jews.

Alex Harrison

The executive committee for the campaign is scheduled to meet at the Waldorf-Astoria Hotel here next Wednesday to discuss plans for the 1958 campaign. Traditionally the drives climax with a full week's program during the Washington's Birthday week in February.

J. Robert Rubin is general chairman for the amusement industries. W. J. Heineman of United Artists and Spyros S. Skouras of Skouras Theatres served as co-chairmen of the two previous drives.

EDITORIAL

The Silverman Solo

By Sherwin Kane

EDWIN SILVERMAN'S zeal in spreading a warning against the certainty of dire consequences should producers-distributors dispose of their post-1948 film libraries to television is understandable.

The manner he chose to dramatize and publicize his message was unwise, unfortunate and harmful.

To state, as Silverman did, that all major studios but one would close within the next six months is simply irresponsible. To say it to an audience of reporters representing the lay press, summoned by Silverman, borders on deliberate destructiveness.

•

Silverman has enough "savvy" to recognize in advance the effects his unprovable prediction would have on public thinking about the motion picture industry. And if he believed what he said, one is constrained to wonder just why he is retaining his theatres and remaining in an industry which he gives only about six months to live.

His procedure, if duplicated by a few industry names only slightly weightier than Silverman's, might well bring about the disastrous developments he so irresponsibly predicts.

The industry is fortunate that his position is a lonely one.

It is bad enough that outsiders with no responsibility to the industry and little enough good will toward it, engage in circulating downbeat talk about motion pictures and the future of theatres.

It is unforgiveable that in times such as these an occasional member of the industry will outdo such prophets of doom in unjustifiably denouncing their own business.

•

How much healthier is the attitude of such theatre operators as Martin Mullin, David Wallerstein, Bob O'Donnell, Sam Rosen, Sol Schwartz, Ed Hyman, Rick Ricketson, Gene Picker and scores of others that all can name who, instead of throwing in the towel when confronted with a recession, point instead to the strong product on the way and make plans to sell it to the public to the best of their very considerable showmanship abilities.

It is these and the methods they employ that will, in much less than six months time, restore theatre business to healthy profit levels, despite not only the tough competition of the day but the publicly displayed defeatism of their colleagues of little faith and less determination, as well.

Skouras View

(*Continued from page 1*)

the industry by earmarking $60,000,000 for 70 pictures it will produce in 1958. "We are presently ready," he said, "with one of the most important schedules in our history."

The 20th-Century Fox president then cited several of the company's important forthcoming pictures. "This," he said, "is our answer to Mr. Silverman's statement."

Among others who commented on the Silverman statement yesterday was Harry Brandt, president of the Independent Theatre Owners Association, who described himself as a "good friend of Silverman's." "But," he added, "that doesn't prevent him from being as wrong as a two-foot yardstick."

Brandt Decries Backlog Sales

"The truth of the matter is," Brandt said, "that theatres were making a strong comeback up to the time that the pre-1948 film backlogs were sold to television. Naturally, people interested in the old stars will stay home if they can see them there without charge. The sale of films to television is a shortsighted policy that will hurt producers and distributors more than theatres in the long run.

"However, I believe that in time the wise policies being followed by Spyros Skouras will be adopted by others to the benefit of all.

"The sale of films to television may put some distributors out of business, but there will always be a theatre business. Those theatres that are now operating have withstood the worst of the television competition and will remain in business."

Cinerama in Cuba

Radio Centro, Havana, Cuba will become a Cinerama theatre on February 24, it was announced yesterday by B. G. Kranze, vice-president of Stanley Warner Cinerama, following the conclusion of a film deal with Oscar Maestre. The Radio Centro has 1,200 seats and "This Is Cinerama" will be the opening presentation.

Rank Party Dec. 19

Rank Film Distributors of America will be host at a holiday party for April Oelrich and press representatives at 21 Club here Dec. 19.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARLON BRANDO
in SAYONARA
Co-Starring RED BUTTONS
RICARDO MONTALBAN • JAMES GARNER
In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

Stellings Clarifies Toll TV Ban Remark

Ernest G. Stellings, president Theatre Owners of America, quoted yesterday in MOTION PICTU DAILY as predicting that the Fede Communications Committee wo ban toll cable television by Feb ary 20.

The meaning he intended to c vey, he said later, was that three the organizations who participated the Monday night conference on TV would join in opposing toll by cable by February 20. He e phasized that this was his perso opinion.

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READ THE BOOK!
SEE THE MOVIE!

Big BANTAM 2nd printing of P JOEY on presses, as book sales B.O. biz travel same success track **WARNER BROS. & BANT launching nat'l co-op SAYONA contest, based on best completion "I want to see SAYONARA a reading the book because . . ." Pl prize is trip to HOLLYWOOD Academy Award Presentations** Over 3,500,000 BANTAM BOO toting ads for THE BIG WAR w "Watch for the big movie in ' copy tag *** Big truck banners on BANTA THE BRIDGE OVER THE RIV KWAI to spot sock WILLI HOLDEN pic & star's stateme "One of the best books I have e read" *** Ring up 'nother rouser Rooster! **BANTAM just tagged print rights to RALLY ROUND T FLAG, BOYS.** Movie version MAX SHULMAN opus to be BUDDY ADLER production, direc by Leo McCAREY *** Publicat date of BANTAM'd BELL, BO AND CANDLE to be timed with lease of flicker starring JIM STEWART & KIM NOVAK

BANTAM'S new translation STENDHAL's THE RED AND T BLACK a Feb book event, ti tabled with DCA release of Fre Technicolor production, headlined DANIELLE DARRIEUX & GI ARD PHILIPE *** **JERRY WA letter, forecasting that THE WAR (a Jan BANTAM) will b great motion picture, forwarded** BANTAM's 800 wholesalers ROBERT WILDER's AND RID TIGET set for BANTAM reis roster in '58, tieing-in with U-I's f treatment starring JUNE AL SON & JEFF CHANDLER ***

M. J. Clem

BANTAM BOOKS • 25 W. 45 • New

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TENT TALK

Variety Club News

EW ORLEANS — Variety Tent 45 will sponsor the third annual bral palsy telethon Saturday and day, as announced by Dan Bran- chief barker of the Tent. The hon will begin at 10 P.M. Satur- and continue for some 20 hours. will be viewed on WJMR-TV, nned 12-VHF and Channel 20- F.

. Ben Bicknell, Paramount Gulf ict manager and director of the hon's volunteer service, has an- iced that among the Hollywood onalities who will come here to icipate are Charlton Heston, Jim ess, Peter Graves, Terry Moore, ay Howard, Slick Slavin, Johnny mond, Jackie Loughrey, Anita od, David Houston and many rs.

△

UFFALO — V. Spencer Balser, a ctor of Basil Enterprises, Inc., itre circuit, has been elected chief ker of Tent 7, Variety Club of Buf- . Other new officers chosen at a ting of the board of directors are: assistant chief barker, Francis xwell; second assistant, Albert ker; property master, Samuel Gef- ; dough guy, Myron Gross. New ctors are Marvin Atlas, Michael s, Jr., Marvin Jacobs, Charles B. co, George H. Mackenna and Jack ndstuk.

△

ILWAUKEE—Andy Spheeris has n reelected chief barker of Wiscon- Variety Club, Tent No. 14. First istant is Edward Johnson; second istant, Dean Fitzgerald; dough guy, rold Pearson, and property master, rry Franzen. Board of Canvasmen : Al Kvool, Fred Florence, Sam ufman, Al Frank, Jerry Wechsler, rry Mintz. Delegate is Hugo Vogel; ernate delegates are Ben Marcus, n Kaufman and Howard Gleason.

A Sales Conference Opened in Miami

Special to THE DAILY

MIAMI, Fla., Dec. 12.—The second d final series of national sales con- ntions called by United Artists to spaced release plans for 1958, ened at the Fontainbleau Hotel re today with representatives of 20 S. and Canadian branches attend- . The local meeting follows a three- y session in San Francisco involving 's 13 other domestic branches.

The opening session was presided er by William J. Heineman, vice- esident in charge of distribution, d James R. Velde, general sales anager. Home office officials partici- ting include Max E. Youngstein, e-president; Milton E. Cohen, East- n and Southern division manager, d Roger H. Lewis, national direc- r of advertising-publicity.

Commonwealth Circuit Buys 18 More Theatres

Special to THE DAILY

KANSAS CITY, Mo., Dec. 12 — Commonwealth Theatres, Inc., a circuit with 48 indoor and 35 drive-in theatres in the midwest, will acquire 18 more in one Missouri and six Kansas cities belonging to Mid-Central Theatres. The deal was announced today by Richard Orear, executive vice-president of Commonwealth, and Louis Higdon, president of Mid-Central.

The agreement becomes effective Sunday and will bring the number of theatres owned by Commonwealth in six states to 102—62 indoor and 40 drive-ins.

20th-Fox Officials Head West for Conferences

Spyros P. Skouras and five other top executives of 20th Century-Fox will fly to Hollywood today for policy conferences on the 1958 production plans, for which a budget of $60,000,000 has been set aside. Skouras will be joined by Joseph Moskowitz and Charles Einfeld, vice-presidents; Donald Henderson, secretary-treasurer; Murray Silverstone, president of 20th-Fox International, and Alex Harrison, general sales manager.

W. C. Michel, executive vice-president, left yesterday for the coast by train for the three-day meeting starting Saturday.

Executive producer Buddy Adler and Harry Brand, studio publicity head, will take part in the meetings, which will cover the weekend. Included in the discussions will be final proposals on "The Diary of Anne Frank," "The Inn of the Sixth Happiness," "The Young Lions," "Ten North Frederick," "South Pacific" and Darryl F. Zanuck's "De Luxe Tour."

UA Circuit Consolidation Of Subsidiaries Nears

Definite progress toward the integration and consolidation of 50 per cent owned subsidiaries is reported in the annual statement of United Artists Theatre Circuit, Inc., released here yesterday. An application for a favorable tax ruling has been made so the company can proceed with the signing of agreements and this may be presented at the annual of stockholders in Baltimore Monday.

The circuit had a consolidated net income of $219,434.79 for the year ended August 31. Current assets are given as $23,725,947.94. It has a long term debt of $5,695,905.76.

Up to August 31 the company had borrowed from banks and advanced to Magna Theatre Corp. $1,750,000. Certain receipts from the distribution of "South Pacific," now being edited, and "Oklahoma" are to be applied to the reduction of advances and the bank loans which otherwise fall due by installment during 1958-1960.

Catholics to Take LoD Pledge on Sunday

From THE DAILY Bureau

WASHINGTON, Dec. 11.—Catholics throughout the United States will reaffirm their pledge next Sunday, Dec. 15, to support the Legion of Decency in its crusade against indecent and immoral motion pictures.

The pledge of loyalty has been given annually in Catholic churches for more than 20 years.

Bishop William A. Scully of Albany, chairman of the episcopal committee on motion pictures, radio and television, the committee that sets Legion policy, said in a statement addressed to U. S. Catholics:

"You, the faithful, are the Legion of Decency. It is your approval or disapproval of a film which acts as a dynamic instrument in notifying the cinema world of the high ideals, aims and objectives of Holy Mother Church to protect and safeguard the moral life of her children."

Praise for Production Code

He said that the Catholic Church "willingly and gladly" praise those American producers who cooperate with the Motion Picture Production Code. He noted regretfully that this praise cannot be offered to all producers.

Bishop Scully also commended the radio-TV industry for "preserving standards which permit the American home to tune in programs at random without being faced in each instance with a problem of moral judgment."

. . . NEWS ROUNDUP

Pre-Opening Party

Century Theatres will be host at a cocktail party and inspection of its new Plainview Theatre on South Oyster Bay Road, Long Island, on Dec. 23. The theatre's formal opening is scheduled for the evening of Dec. 26.

■

Houston Exhibitors Elect

Alvin Guggenheimer is the new president of the Greater Houston (Texas) United Theatre Assn. Guggenheimer, manager of the Yale and Broadway Theatres, was vice president last year. The members elected as vice-president Homer McCallom, manager of Loew's Theatre, and as secretary - treasurer Harold Cotton Griffith, manager of the Tidwell Drive-In.

■

Buys Theatre Building

Frank Dominic reportedly has purchased the Manos Theatre Building in Lestonia, Ohio, including the 350-seat Manos Theatre from George Manos, circuit owner of Toronto, Ohio. The new owner has changed the theatre's name to Gem Theatre, and is opening Christmas Day with a full-time policy and two changes a week.

WARNER BROS.' TRADE SHOWS DEC. 18TH

WARNER BROS. PRESENTS WILLIAM A. WELLMAN'S

DARBY'S RANGERS

STARRING

JAMES GARNER • ETCHIKA CHOUREAU

JACK WARDEN

WITH EDWARD BYRNES • VENETIA STEVENSON • PETER BROWN • IOAN ELAN • TORIN THATCHER • COREY ALLEN STUART WHITMAN • MURRAY HAMILTON • BILL WELLMAN, JR. • ANDREA KING • ADAM WILLIAMS

Written by GUY TROSPER Music by Max Steiner
Produced by MARTIN RACKIN

DIRECTED BY WILLIAM A. WELLMAN

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:15 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 2:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Sc. Rm.
517 No. Illinois St. • 8:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.

MINNEAPOLIS
Warner Sc. Rm.
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.

NEW YORK
Home Office Sc. Rm.
666 Fifth Ave. • 2:15 P.M.

OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee Ave. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Sc. Rm.
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 8:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

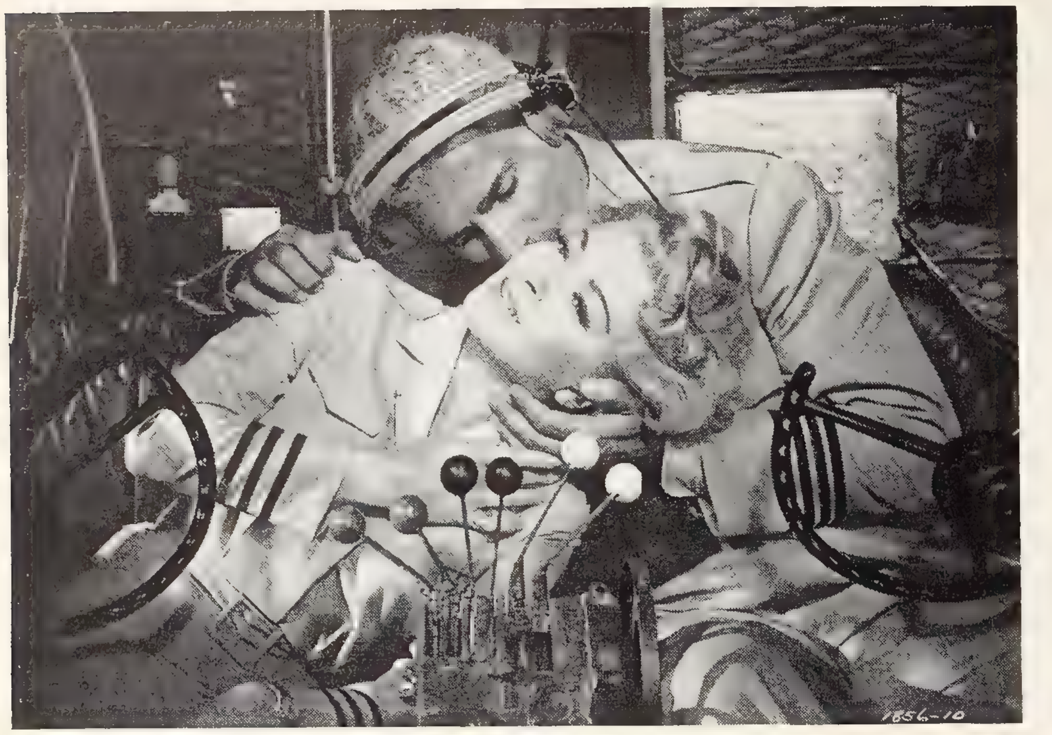
SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

Universal Set to Go in 45th Anniversary Drive



LANA TURNER and Jeff Chandler (above) appear in "The Lady Takes a Flyer," a romantic adventure drama filmed in color and CinemaScope. The scene below is from "The Female Animal" starring Hedy Lamarr, Jane Powell and George Nader. The latter film is also in CinemaScope.

Starting Sunday, December 29, and running for 18 weeks, Universal Pictures will celebrate 45 years of production with a "45th anniversary drive." Symbol of the sales drive will be the sapphire with the company designating 15 pictures as anniversary releases. Scenes from five of the pictures so selected are presented here.

"THE TARNISHED ANGELS," a drama adapted from a novel by Willia Faulkner, stars Rock Hudson and Dorothy Malone (shown above) with Robe Stack and Jack Carson their co-stars. The picture is in CinemaScope.

YOUTHFUL ROMANCE, with musical interludes, is featured in the films depicted above and below. At top is "The Girl Most Likely," produced in color by RKO. In the scene above Jane Powell (left) introduces Cliff Robertson to Kaye Ballard while Kelly Brown (sailor) looks on. "Summer Love," shown below, features (left to right) John Saxon, Shelly Fabares, John Wilder and Jill St. John.

Television Today

The Critics Say . . .

As influential as the many na- n-wide syndicated TV column- ;, are the hundreds of local wspaper critics whose views — ugh they inevitably reflect re- nal preference — more often n not have national validity. ese reporters, asked to vote ain this year in the annual MO- ON PICTURE DAILY-FAME poll television talent and shows, led a variety of comments on ir views of the industry. Among m were the following reports. esults of this year's poll will be blished early in January.)

Robert De Piante, Oneonta Star, eonta, N. Y.: Programming im- wing, but still far from top qual- Live telecasting still not equal to filmed shows. Pay-TV should be en a trial period.

Nancy Miller, El Paso Times, El so, Tex.: We find the Cunningham- ilsh "boredom index" indicative of eed for TV to reevaluate its offer- s, which often underestimate the ntal capacity of the audience. Most the present offerings provide noth- to think about after the dial is ned off. Sameness of diet is ac- oted more from habit than from nand.

Jeanne Suhrheinrich, The Evans- le Courier, Evansville, Ind.: Our jor gripe is wrong schedules com- in from local stations which they to amend when they have a inge or substitution—so our pub- ied TV schedules are very often ong.

Richard Suter, Parkersburg Senti- , Parkersburg, W. V.: I join other tics in deploring the rut in west- ns, some musical-type shows, and many inferior quiz shows. Realiz- the futility, I should like to see ore programs with some semblances intellectual content.

'Big Record' to Feature 'Kwai' Premiere Activity

Festivities at the American premiere of Columbia's "The Bridge on the River Kwai" here will be presented coast-to-coast on CBS-TV's "The Big Record" next Wednesday night. The program, which runs from 7:30 to 8:30 P.M., will switch from its studio to the lobby of the RKO Palace during the second part of the show to photograph arriving celebrities.

In the early part of the program Mitch Miller will lead the orchestra in a live rendition of his record of "The March from the Bridge on the River Kwai." "The Big Record" stars Patti Page.

Medallion Takes Control Of Wintree Productions

Medallion Pictures Corp. has acquired Wintree Productions, Inc., which owns 35 Paramount (Pine-Thomas) features which are now being distributed by Medallion in 80 television markets.

Medallion also has purchased seven features from the William A. Broidy Corp. All of these are 1953 and 1954 releases and are being distributed by Allied Artists. Medallion became a public company in 1955. Ben Schrift, president, states that these features plus the balance of the Medallion product have given the corporation a banner year.

At the last annual meeting the following were elected to the board: Schrift, Fred Meritt, Nat Gassman, Dr. France Colombo and Wilton Jaffee. Nat Gassman continues as sales executive.

New NBC Affiliate

Affiliation of Station KRSD-TV, Channel 7, in Rapid City, S. D., with the National Broadcasting Company was announced this week by Harry Bannister, vice-president in charge of station relations for NBC. This will take effect on Jan. 1.

Brylawski Heads D. C. Exhibitors 36th Time

From THE DAILY Bureau

WASHINGTON, Dec. 12—A. Julian Brylawski of Stanley Warner Theatres was elected today to his 36th term as president of the Motion Picture Theatre Owners of Metropolitan Washington.

A. J. Brylawski

In addition to electing Brylawski and other officers today, the Washington theatre group also decided to cooperate with the Academy and Award telecast, to fight subscription television proposals both over the air and via cable, and to go along on the industry's publicity campaign with the slogan "Go Out to a Movie; Get More Out of Life." The group was addressed by Oscar Doob on the Motion Picture Association's business building program.

Urges British Theatre End Production Levy

From THE DAILY Bureau

LONDON, Dec. 12. — Harry Mears, branch chairman of the Cinematograph Exhibitors Association, told members he hoped all exhibitors would refuse to pay the production levy while films are being released to television.

"Under the present system," he said, "exhibitors are being told to help pay for the very bullets which are used to shoot at them." He declared that he knew dozens of theatres which were losing money as well as others on the borderline, yet all of them were paying the levy.

Mears' comments were part of a two-hour discussion of problems facing the independent exhibitor. A resolution was adopted urging that the industry's next tax campaign should be for nothing less than total abolition.

A second resolution demanded that the CEA General Council provide the strongest possible opposition to the release to television of any films made for commercial showing in theatres.

The British Film Producers Association has called a special meeting of its executive council to discuss the televising of cinema films in the United Kingdom for January 13.

rans-Lux to Distribute llis Films in Midwest

Trans-Lux Distributing Corp. has eed to become exclusive sales rep- sentative of Ellis Films, Inc., in ght exchange areas in the midwest, orge Roth, vice-president and gen- l sales manager, has announced. e cities are: Milwaukee, Minneapo- , Des Moines, Chicago, Omaha, nsas City, St. Louis and Indianapo- .

The first two films in the deal are ench ones, "The Bride Is Much Too autiful" and "The Girl on the Third oor." Sales will be handled by George Regan from the Trans-Lux district office for the Chicago area. Church.

L. Dowdell, 62

CLEVELAND, Dec. 12.—Leslie (Les) Dowdell, 62, booker for major distributors in Cleveland for more than 25 years, died suddenly Sunday of chronic asthma. Until about two months ago he was affiliated with the local Warner exchange. Requiem mass was held yesterday in St. Philomena Church.

Surviving are his wife, Mary, and two sons, Richard, booker at Universal, and Frank.

PCC Gives CC $659,889

HOLLYWOOD, Dec. 12—Permanent Charities Committee campaign chairman James Stewart today presented $659,889 to the Community Chest as part of the industry's share in PCC's annual drive. The amount brings PCC's allocations to the chest, over 15 years, to $11,500,000.

You'll want to know
All the facts about
RCA's all-new
Planned Theatre
Service Program...

IMPORTANT NEWS

This new brochure
shows you how
RCA Service takes
eight major steps
to protect
your equipment.

8 MAJOR STEPS

Experienced Engineers,
Special Test Equipment
and Teamwork
help keep your System
in top condition!

Write for your brochure today

ENGINEERING AND ADMINISTRATIVE DEPARTMENTS SUPPORT FIELD FORCE FOR
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RCA
Tmk(s) ®

Theatre Service
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, N.J.

Business Plan

(*Continued from page* 1)

need for the campaign has acquired urgency and final decisions should be arrived at. Hence the decision to hold a breakfast conference.

A. Montague, vice-president of Columbia Pictures and the distributor representative on the Council of Motion Picture Organizations triumvirate, gave a complete review yesterday of the proposals brought up since the project was first suggested by representatives of exhibitor organizations many months ago.

Lazarus Uses Charts

Paul Lazarus, Jr., was called upon to explain the plans outlined by the members of the publicity and advertising committee. He did this by means of charts, giving estimates of cost.

Eric Johnston presided. Several of those present commented on the attitude of cooperation of leading exhibitors, and it was noted that Ernest G. Stellings of Theatre Owners of America had sent word that he and his fellow members were ready to go ahead with the proposal for contributing a percentage of film rentals.

Allied States Association has not yet sent in a pledge of financial help.

Mandel Named

(*Continued from page* 1)

ing Mandel in the theatre operating department.

Mandel started his industry career in 1917 with B. S. Moss and joined the Keith Company in 1920. He was named director of advertising and publicity for RKO Theatres in 1938 and in 1952 assumed added duties as assistant to the vice-president of theatre operations.

AB-PT Reduces Amount Of Capital Stock

The authorized capital stock of American Broadcasting - Paramount Theatres, Inc., has been reduced by eliminating from the enumeration and description of shares which the corporation is authorized to issue, 48,154 shares of five per cent preferred stock of the par value of $20 per share which have been reacquired by the corporation and retired.

Amendment Described

According to an 8-K form to be filed with the Securities & Exchange Commission, the provisions of AB-PT's certificate of incorporation relating to the amount of capital stock and the number and par value of the shares of which it is to consist have been amended as follows: "The amount of the capital stock of the corporation shall be $11,494,020 (formerly $12,457,100) consisting of 324,701 (formerly 372,855) shares of five per cent preferred stock of the par value of $20 per share and 5,000,000 shares of common stock of the par value of $1 per share.

Peyton Place

(CONTINUED FROM PAGE 1)

migrate to the big city, the conflict of children and parents over "proper" conduct, the problems of social caste, the ruination gossip can bring, and many, many others. Some of these are necessarily touched on only superficially in this long (2 hours and 42 minutes) picture. But others, particularly those having to do with youthful experiences of love, are sometimes put across with exceptional power.

This is especially true of one of the four main romances in the picture—that between the lovely newcomer Miss Varsi, as the adolescent daughter of Miss Turner, and Russ Tamblyn, as a lonely, mother-dominated boy. An early scene they play while on a hike in the countryside in which they confess to each other various problems that trouble them is the most poignant in the film. And a later brief episode, in which they go swimming together and suddenly realize they are growing up, is tender and perceptive, too.

There are two other young couples whose stories are told at some length; one involves Terry Moore as the "town tramp" who really has a heart of gold and Barry Coe as the rich son of the factory owner who doesn't want his offspring to marry beneath him. This is resolved when the boy defies his father and marries the girl but is later killed in action in the second world war.

The third youthful affair is between David Nelson as a young boy who wants to become a lawyer and Miss Lange as the girl "from the other side of the tracks." It is she who becomes involved in the more lurid happenings in the film. Her stepfather, played by Arthur Kennedy, rapes her, and she becomes pregnant. When she has a miscarriage, the town doctor, played by Nolan, falsifies his records to call it an appendectomy. Miss Lange's mother (Betty Field) learns the truth and hangs herself. The doctor runs Kennedy out of town with threats, but he returns later and attacks the girl again. She kills him in self defense.

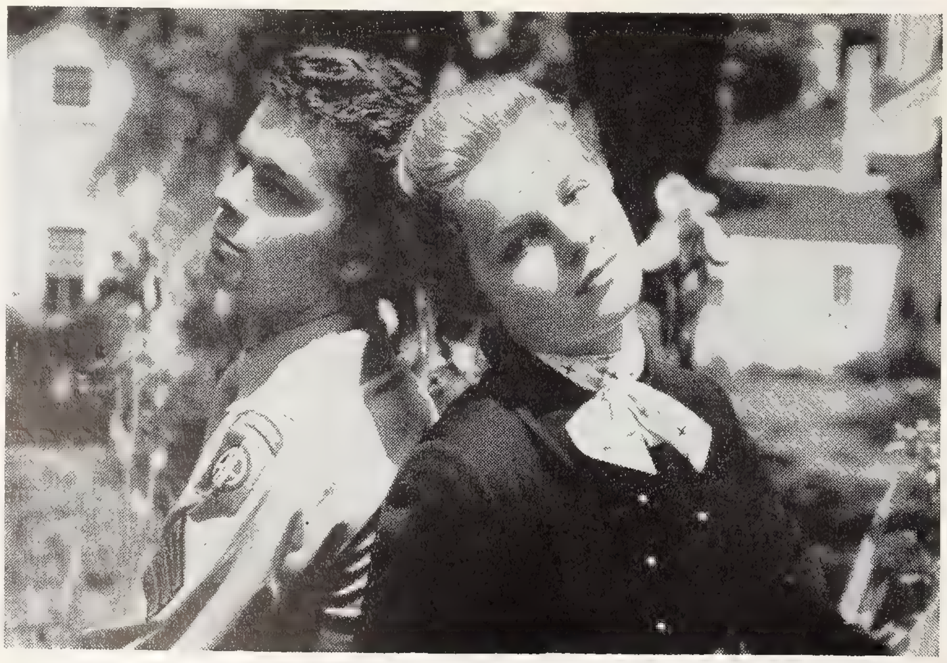
The earlier scandal is later revealed to the whole town when Miss Lange is brought to trial for murder and Nolan testifies in her defense.

In counterpoint to the youthful romances is the one between Miss Turner, who portrays the middle-aged mother of Miss Varsi, and Lee Philips, as the new high school principal. Late in the film it is revealed that Miss Turner, who has posed as a widow, actually was never married. The revelation that Miss Varsi is illegitimate causes the girl to leave town and become estranged from Miss Turner. But they are reconciled in the end.

All these stories are smoothly woven together in the script of John Michael Hayes, and Mark Robson has directed with both force and sensitivity. Everyone has worked in full awareness of the main point that Miss Metalious apparently wanted to put across—that respectability often is a cover-up for unspeakable sins in a small town. This is neither an original nor a profound idea, but it serves as the basis for an almost continuously entertaining film.

Running time, 162 minutes. Adult classification. Release, in December.

RICHARD GERTNER



Russ Tamblyn and Diane Varsi in a scene from Jerry Wald's "Peyton Place."

Elect Golde

(*Continued from page* 1)

its general operations, Krim Golden will also function as p dent of United Artists Televi Inc., wholly owned subsidiary of Corp.

Golden, together with Bruce recently named executive vice-p dent of UA TV, completes the agement team of the TV subsid Eels will serve as the top oper executive in the TV organizatio

Dismiss Fogel Action

(*Continued from page* 1)

Chain Theatres, Inc. and eight distributors, demanding $370,56 damages, under the Clayton Trust Law, for alleged conspi and unlawful restraint in the m of neighborhood first run in Roch er for Schine's State Theatre the Webster. The distributors been named co-conspirators.

Judge Foley, who heard testim here in late June and early ruled "there is not sufficient sho by the plaintiff in the evidence defendants, by an unlawful us monopoly buying power with the leged co-conspirators, conspired the 1942-50 period to arbitrarily prive the plaintiff from first neighborhood or the right to c pete for neighborhood first run Rochester."

Judge Foley further held that conduct of the defendants in the eration of the Webster (Schine twice a partner) and the circ stances surrounding their operati and the testimony as a whole, rel any presumption or inference of c spiracy afforded by the consent cree in the government case particulary during the claimed riod of 1942-50."

The decision pointed out that estimated damages of the plainti Fogel for a time was employed Schine and bought film for in Rochester—was lessened by $28,000 settlement made by the tributors with him in 1948.

Decision Reserved

(*Continued from page* 1)

permit Stanley Warner to show ot types of film in addition to Cinera beginning in September, 1959, been postponed until next Thurs to give Shor an opportunity to pres the reasons for his opposition. S was unable to attend yesterday's he ing because of illness.

Representing the Department Justice, attorney Maurice Silverm told the court the government has objection to Stanley Warner's acqui tion of the three theatres.

If the Pennsylvania acquisition approved by the court, Stanley W ner will reactivate the Jefferson a will sublet the Alpine.

Silverman said that in the opini of the Justice Department, the Sta ley Warner acquisitions would n restrain trade in either Punxsutawn or Cincinnati.

All
ne News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

82, NO. 115 NEW YORK, U.S.A., MONDAY, DECEMBER 16, 1957 TEN CENTS

TORIAL

‹e A Stand on bliminal Ads'

By Sherwin Kane

OINING NEWS columns carry hat is believed to be the first blished report describing the of the only known test of "sub- l advertising" on a theatre au- .

test, made last summer at the Lee Theatre, Fort Lee, N. J., ed the invisible advertising at cond intervals over a period of eks addressed to the increased f popcorn and Coca-Cola at ncession stand operated by the e.

cutives of the circuit which the theatre in which the test onducted report that subliminal ising had no effect on refresh- sales.

s report should give pause to xhibitor tempted to make his available to "subliminal ad- ng."

•

ady the method has aroused nism among publisher and ad- ng leaders, suspicion and antip- n many segments of the pub- at have learned about it. Its stion of inducing involuntary or a diminution of the exercise e will, is creating an aversion to ich might well translate itself public fear of entering thea- here, unknown to themselves, s might be subjected to its in- e.

rewards, if any, are too dubi- r exhibitors to court public sus- and ill will from this source.

•

atre associations would be well d to go on record as promptly sible against its use by member es. Circuits and individual ex- rs could follow up by declaring cy against its use—should grow- blic familiarity with subliminal tising, and feeling of resent- toward it, appear to make that dvisable.

addition, the Council of Mo- Picture Organizations might well voice the word of a dis- ving industry stand on its n its institutional copy placed Editor and Publisher.

A Report on "Subliminal"

Just Whom Did Invisible Screen Advertising Sell?

By GEORGE SCHUTZ

Since its modest demonstration in New York last September, "subliminal advertising" has acquired considerable stature as a device of sales promotion and propaganda that is new, sly and effective—dangerously so potentially, some people think.

Washington has noted it with assurances of action to protect the public—the television audience, specifically, for The Thing would superimpose a sales message on screen entertainment "subliminally" — that is, below the level of *conscious* perception.

The Canadian Broadcasting Corporation promptly banned it.

It nevertheless has invaded the serious councils of advertising agencies;

(*Continued on page* 4)

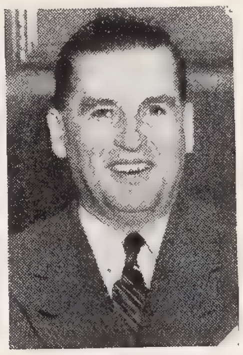
NT Backs SPG Stand On Film Sales to TV

From THE DAILY Bureau

HOLLYWOOD, Dec. 15.—National Theatres vice-president Frank H. Ricketson, Jr., at the weekend threw that circuit's weight behind Screen Producers Guild president Samuel G. Engel's stand against selling theatrical films to television.

Ricketson telegraphed Engel, "Your statement branding the continuation of supplying films to television as an imprudent and ill-advised

(*Continued on page* 5)



F. H. Ricketson

AA Sales Meeting Set In Chicago This Week

Allied Artists will hold a two-day sales meeting for branch and district managers at the Blackstone Hotel in Chicago next Thursday and Friday, Morey R. Goldstein, vice-president and general sales manager of the

(*Continued on page* 2)

News of Day in Deal For 'U' Newsreel

The deal by which Hearst-M-G-M's News of the Day will produce Universal Newsreel is scheduled to be signed today to become effective Jan. 3, it was learned at the weekend.

News of the Day will augment its

(*Continued on page* 5)

Family Season Tickets Save Theatre in Iowa

Special to THE DAILY

MINNEAPOLIS, Dec. 15—Enthusiastic support from townsfolk who purchased a total of 240 family season tickets has resulted in the reopening of Don McCrea's 264-seat Commu-

(*Continued on page* 5)

Hope for Business Building Drive Go-Ahead Signal on Wednesday

By JAMES M. JERAULD

Industry attention is focussed on the breakfast meeting of the Motion Picture Association directors to be held Wednesday morning because it is hoped it might possibly mark the climax of the 20 months of discussion of a nationwide business-building campaign.

Because of the anxiety note that has crept into exhibition circles since the release of big pictures on television all those concerned with the campaign are anxious to get it started as soon as possible.

The crux of the situation, it is agreed, is the collection of funds

(*Continued on page* 5)

For UA Release

H-H-L Sets $12 Million '58 Program

Company to Produce 11 Feature Pictures

By SAMUEL D. BERNS

HOLLYWOOD, Dec. 15—A program of 11 feature motion pictures for 1958, involving a total production outlay in excess of $12,000,000, was announced for the Hecht-Hill-Lancaster companies at the weekend by Harold Hecht, president. The films will be released through United Artists.

Included in the new program will be such features as "Colonel Redl," "The Unforgiven," "The Summer of the 17th Doll," "The Rabbit Trap," "Cry Tough," "The Tall Dark Man," "The Hitchhiker," "Take a Giant

(*Continued on page* 2)

Burtus Bishop, Jr., Made MGM Asst. Sales Head

Burtus Bishop, Jr., has been named assistant general sales manager of M-G-M by John P. Byrne, general sales manager. He starts his new duties today.

The announcement by Byrne was made at the start of a two-day meeting in the Sheraton Astor. Bishop has

(*Continued on page* 4)

See Pay-TV as Reality Unless Congress Acts

From THE DAILY Bureau

WASHINGTON, Dec. 15. — Pay-TV will become a reality unless Congress takes action to outlaw it, and the public must express its opposition actively if Congress is to be moved

(*Continued on page* 5)

Television Today Page 4

PERSONAL MENTION

W. J. HEINEMAN, Max E. Youngstein, James Velde, Milton Cohen and Roger Lewis of United Artlsts returned to New York from Miami over the weekend.

•

Naum Lefkowich, United Artists manager in Uruguay, has arrived in New York from Montevideo.

•

L. E. "Jack" Downing, operator of the Dixie and Haven Theatres, Brookhaven, Miss., is undergoing treatment at Baptist Hospital, Jackson, Miss., following a heart attack.

•

Alva E. Smith, installation supervisor for Westrex Corp., left New York yesterday for Portugal.

•

Charles Cushack, of the production department of Countryman Films, Ltd., London will return to England today from New York via B.O.A.C.

•

Charles L. Casanave, president of the Fred Astaire Dance Studios, will return to New York today from Youngstown, Ohio.

•

Hume Cronyn and Jessica Tandy, his wife, will leave here today via B.O.A.C. for Nassau, B.W.I.

UA's 'Street' and 'Years' Are Banned in Memphis

Special to THE DAILY

MEMPHIS, Dec. 13 – A double feature, scheduled to play at Loew's State Jan. 16, today was banned by the Memphis board of censors. The two films banned were "Street of Sinners" and "The Careless Years," both United Artists films.

Mrs. B. F. Edwards, acting chairman of the censors, said several citizens had objected to the pictures. The objections apparently sprang from the trailer on the two films which was on State's screen from Dec. 5 to 12. She said she would give the board's official objections in a letter to UA later.

Editors' Help on Slogan Subject of COMPO Ad

Editors are thanked for their help in promoting the new industry slogan, "Get More Out of Life–Go Out to a Movie," in the 84th ad in the Council of Motion Picture Organizations series in "Editor and Publisher." The ad is illustrated by a montage of newspaper clippings.

Mayer Says Faith to See Industry Through

By WARREN HARRIS

"Enormous" faith in the future of the motion picture industry was expressed here at the weekend by Arthur L. Mayer, who for more than fifty years has seen the industry survive "one crisis after another" through "faith," "courage" and the willingness to "pull together."

Stirred by Edwin Silverman's statement last week that all but one of the major Hollywood studios will close in the next six months, Mayer criticized the Essaness Theatres Corp. president for his lack of consideration "for the industry which has made him a success over the years."

Points to Industry Pioneers

Said Mayer, "Why try to make headlines out of the hardships we're going through? Let's attack the problem positively from within the industry, rather than through the public press. In past years we've always had mechanical improvements–sound, color, wide-screen–to help us solve our problems. Now it's up to us, the so-called leaders of the industry, both individually and as a group to show the same kind of faith and courage that have always been the hallmark of the Zukors, the Skourases and the other industry greats."

Praises Medium-Budget Films

Mayer said that his decision to go into production (he has just completed "High Hell" for Paramount release) was motivated in large by the hope that others would follow him, not as disciples following a self-proclaimed saviour, but as self-reliant businessmen who will profit from making realistic, medium-budget pictures. This, he added, is "what the industry needs as much, if not more so, as the blockbusters, of which there have been more since the advent of television than before, and the quickies, which I don't think do the business any good."

Wary of Pay-TV

Does Mayer think that pay-TV will be the salvation of the industry? "I'm skeptical," he said, "but I've never been much of a prophet as far as industry trends are concerned. When CinemaScope was introduced, I said it would never catch on because there was too much width and not enough height.

"The public," Mayer continued, "will decide whether pay-TV becomes a reality or not. I don't think people will want to start paying to see pictures that they've been seeing for free up to now. As for the big pictures like 'The Ten Commandments' and 'Around the World in 80 Days', I don't see how they could be adequately presented on television."

Theatres will continue to play an important part in the industry, Mayer said. "While there will unfortunately be more closings, at the same time I think the growth of specialized theatres–drive-ins and specially equipped hard-ticket houses – will continue. Mayer regretted the inclusion of a picture of a theatre which had been converted into a supermarket in his recently published book "The Movies." "I wanted to show a picture of a house playing 'The Ten Commandments', but my publishers thought different," he explained.

Mayer was proud of the sales record of his new book, which he co-authored with Richard Griffith. The original 15,000 edition was oversold by 3,000 copies, and another edition has been rushed to press.

Four Republic Confabs Planned by Altschuler

From THE DAILY Bureau

HOLLYWOOD, Dec. 15 – Richard W. Altschuler, vice-president and sales director of Republic Pictures, left here by plane at the weekend for New York after three-day discussions with president Herbert Yates, vice-president Douglas Yates and treasurer John Petrauskas, concerning production and sales.

Following further talks in New York, Altschuler will hold sales meetings there and in Chicago, New Orleans and San Francisco. President Yates and his executive assistant, William Saal, will remain here until January, when Yates will go East for the board directors meeting.

Cardinal McIntyre Stresses Legion Pledge

From THE DAILY Bureau

HOLLYWOOD, Dec. 15.–In directing that the Legion of Decency pledge be administered at all Masses the Los Angeles archdiocese today, His Eminence James Francis Cardinal McIntyre said that motion pictures and television are an influence of possible good that "unfortunately may be diverted from their purpose of education and entertainment." He declared "The unity of purpose declared in this pledge is a potent factor in offering resistance to pernicious influences that seek expression in our day."

Reduce 'U' Shares

WASHINGTON, Dec. 15. – A reduction of 1,400 shares of 4¼ per cent accumulative preferred stock of Universal Pictures has been reported to the Securities and Exchange Commission. The company now has 80,600 shares–with 50,600 outstanding and 30,000 in the company treasury.

H-H-L Set

(*Continued from page* 1)

Step," "First Love," "The Catb
Seat" and "The Dreamers."

Hecht-Hill-Lancaster is bring
its 1957 program to a close with
recently completed productions
"Run Silent, Run Deep" and "S
arate Tables." For the former fi
said Hecht, there will be 500 Eas
bookings. Looking forward
1959, Hecht said that H-H-L is
cussing plans for two television se
based on two of their earlier s
cesses, "Vera Cruz" and "Marty."

Commenting on the ambitious p
gram "at a time when most f
companies are retrenching," He
explained: "We are convinced th
is a vital and enthusiastic audie
for films throughout the world.
large part of this audience has b
lost because we have not been p
viding the right choice of pictu
and have not properly merchandi
those that should have found
diences."

AA Sales Meet

(*Continued from page* 1)

company, announced at the weeke
Goldstein will preside over the me
ing, which will cover such topics
the play-off of current product
an outline of pictures to be relea
by AA during the coming 12-mo
period.

Attending the meeting will be
ward Morey, vice-president; Roy
Brewer, manager of branch ope
tions; Arthur Greenblatt, home of
sales executive; district managers
E. Goldhammer, Nat Nathans
James Prichard, Harold Wirthwe
and 31 branch managers.

Balaban, Warner and Skouras to Israel Unit

Three prominent film executive
Barney Balaban, Paramount preside
Spyros P. Skouras, 20th-Fox pre
dent, and Jack L. Warner, presid
of Warner Brothers, have agreed
serve as co-chairmen of the mot
picture committee to assist in the ce
bration of the 10th anniversary
Israel.

Former Senator Herbert Lehman
general chairman of the committee
500 known as the American Comm
tee for Israel's Tenth Annivers
Celebration. Industry members in
dition to the co-chairmen are: Rob
Benjamin, chairman of the board
United Artists; Samuel Goldwyn;
thur Krim, United Artists preside
Milton R. Rackmil, president of U
versal; Dore Schary and Mich
Todd.

Max E. Youngstein, vice-preside
of United Artists, is coordinator
the film industry.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott
National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit
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J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e
published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa
Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 forei
Single copies, 10c.

Feder Tells About Film Trip to Russia

By FLOYD E. STONE

espite a review by Bosley Crow- -whom he said he hadn't read whose review inferred the com- :ary in "This Is Russia" is biased possibly unwarranted, Sid Feder Friday the picture is what he what he photographed, and what)elieves.

e wrote the commentary, not y Wilson, he said; and the Rus- people are cowed and from the ıal viewpoint uncommunicative, ve and downright scared.

e said being in Russia and its ı territories which he declared colonies is like being a baton in lay race: you go from hand to . These hands are Intourist es, and occasionally policemen. knows about the latter: four s after he arrived in Leningrad vas in jail; he was there again ıg his tour, and in addition ar- d seven times. He carried three eras, one unloaded. This was the era he allowed his helpful guides the authorities to deflect. He also films seized, and restored after, suspects, possibly being copied. asserts Russia has the hotels and subways and even a Stereo-Kino) theatre, and a lot of other im- ements. But, he says directly, rything else is a lie."

Wartime Footing, He Says

e admitted his impressions of a e state are not new, but he ıs the numerous reporters who've eded him haven't conveyed the y, the depression, the ramshackle ture, nor the desperation of pur- . The whole affair is on a war- footing, he claims, to make im- sion, not upon us, but rather upon

e said the 3-D theatre used a red screen, the depth was most rent, one used no glasses, but could not move the head, and six minutes he at least devel- a headache. He visited studios units in the field and found what saw elsewhere, a range from pment 30 years old to the latest; he reported one development: portable units throwing pictures on the sides of buildings, and hundreds watching.

A traveler since 14, a motion picture exhibitor, a backer, he says, of "Bwana Devil," he left that enterprise with some money, his theatres to Fox West Coast and began traveling again, and having been everywhere except Russia tried that place last year with cameras. He'd never handled them, but says he qualifies now. He shot about 20,000 feet and still has about 14,000, uncommitted. He says he made the remainder in Czechoslovakia, Poland, Rumania, and Hungary; that he was in the latter place when the troubles occurred. According to him, Nate Blumberg and Al Daff saw his Russian footage, felt it important, and gave it priority. It's being shown now in this city, Philadelphia, and Chicago.

He said he doesn't want to keep a stereotype going, about the ignorant Russians; he just wants to remove complacency.

Allied of Michigan Hits Purchase of Esquire

Special to THE DAILY

DETROIT, Dec. 15. – Michigan Allied has approved the resolution adopted at the National Allied convention condemning the acquisition of the Esquire Theatre, Chicago, by Paramount.

Howard Sharpley of Hillsdale has resigned as vice-president, due to pressure of work. Sharpley will continue as a member of the board. Bud Kilbride of Detroit is the new secretary.

Installation Luncheon For Tent 35 Jan. 17

The annual luncheon and installation of new officers and canvassmen of Tent 35, Variety Club of New York, will be held at Toots Shor's Restaurant on Jan. 17. Ira Meinhardt, new chief barker, heads the slate of officers to be installed by John Rowley, international chief barker.

Members whose 1958 dues are paid in advance will not be charged for the luncheon.

Honor Alice Gorham

DETROIT, Dec. 15.—This city's Old Newsboys have drawn up a parchment resolution as a tribute to the late Alice Gorham for her 25 years of devotion in inspiring the organization and taking care of its "publicity chores." It has been signed by all the officers and directors and presented to Mrs. Gorham's brother, Allan F. Wilson.

Truck Firm Schedules Upset Film Channelling

Special to THE DAILY

MINNEAPOLIS, Dec. 15.—An odd problem in logistics, under seasonable control for some time, has risen again to plague local film distributors in their effort to service all accounts in the territory with limited numbers of prints.

Film row exchanges are complaining that curtailed schedules on the part of trucking companies covering Minnesota, the Dakotas and upper Wisconsin have caused a stretch-out in the length of time it takes for a film to make the round trip from exchange to client and back to the exchange.

Winter Months Pose Problem

"We find that many of the truckers have discontinued regularly scheduled trips—either permanently or for the winter months—so that we can no longer depend upon prompt return of prints," one branch manager said. "This has meant that to avoid missouts, each print can service fewer theatres within a given period of time and that aggravates what the exhibitors call a product shortage."

Film row executives point out that transfer of film from exchanges to theatres and return is the responsibility of the exhibitor and it is up to them to tighten up the delivery schedules.

Filing notice of discontinued runs by recognized film shippers would also help, the branch manager added. "If transfer time can be speeded up," he said, "all the exhibitors will benefit."

PEOPLE

Julien Bryan, executive director of the International Film Foundation, will be guest speaker here on Thursday at the New School for Social Research. His subject will be "New Techniques in the Utilization of Films." The session will meet at the World Affairs Center, United Nations Plaza.

☐

C. Morton Goldstein, chairman of the Maryland State Board of Motion Picture Censors, was guest speaker recently at a meeting of the Brotherhood of Beth Yehuda-Anshe Kurland Congregation in Baltimore. His topic was "Arts, Morals and the Law."

☐

Walter Hoffman, Paramount field representative in Seattle, has been transferred by the company to Chicago, where his duties will also include the Minneapolis and Milwaukee exchange areas.

☐

Don Halloran, of the 20th Century-Fox Minneapolis exchange, has been elected president of the Reelfellows, film industry social organization. The slate also includes **Bob Levy,** 20th-Fox, vice-president; **LeRoy Smith,** M-G-M, secretary-treasurer, and **Sid Lax,** Columbia, sergeant-at-arms. **Bill Wood,** Columbia, is the retiring president.

☐

Edward Ancona, Jr., former RCA electronics engineer, has joined the staff of the Motion Picture Research Council and will head the newly-created electronics development department.

List Dividend 25c

The board of directors of List Industries Corporation, parent company of RKO Theatres, on Friday declared a dividend of 25 cents per share, payable Jan. 13, 1958, to holders of record at the close of business on Dec. 31.

WITNESS #20

"WITNESS FOR THE PROSECUTION is 'edge-of-the-seat' drama at its very best and wittiest!"

—ARLENE FRANCIS

THRU UA

Television Today

IN OUR VIEW

AN INTERESTING and thought-stimulating point of view was expressed recently by Sam Cook Digges, general manager of WCBS-TV, New York flagship station of the CBS network, in discussing the current status of educational television. Addressing a meeting of the Metropolitan Educational College Public Relations Council, Mr. Digges called for the curtailment of unjust and ununformed criticism, less timidity on the part of people with influence and better communication between broadcaster and educator.

•

He was referring in his remarks particularly to the situation in New York City, since that is his geographical province in television, but his observations may well be carried into almost any community, for he cited certain basic factors which could apply anywhere. He describes it as a "sad fact" that television has a most difficult time merely getting through to the "intellectuals" of the community. He cites the importance of making a successful impress on these people, since although few in number, they wield an influence on the community out of all proportion to their number. The important aspect of the situation at the moment is the fact, as Mr. Digges points out, that for the most part these people are constitutionally opposed to television *per se*. They won't even give it a chance to prove what, if anything, it can do. As far as they are concerned, if it is on television, it is automatically no good.

•

At the same time, it is true that these same people appear to take great delight in blasting television on every and any occasion, to the point where it seems to have become, with them, sort of a parlor game. They vie with one another in casting disparaging remarks at the medium, generally with little or no honest basis for their castigation. That is a situation which in the long run, can be harmful to the whole field of television, and is an area which should quite properly, or imperatively, engage the attention of some of the leaders of the television business.

It is obviously not impossible to break down this basic and unsubstantiated antipathy on the part of important segments of the community, but it does require a deal of careful thought as to cause, and equally careful planning in meeting the challenge thus imposed.

Mr. Digges cites the importance of the step taken in the presentation of the highly successful program, "Sunrise Semester," telecast early each weekday morning by New York University and listing it for academic credit. It attracted enormous attention and has proved amazingly popular, especially in view of broadcast time, 6:30 to 7 A.M. This is the kind of thing which can go far toward breaking down that resistance displayed by so many of the socalled "intellectuals" who prove to be a stumbling block in the way of more successfully widespread educational television.

Attacking the situation from another standpoint, Mr. Digges puts his finger on another weak spot, the lack of mutual understanding between educator and broadcaster. Here again is an area in which the broadcaster can go a long way in improving the climate. He may have to meet his opposite number considerably further than half-way, but it would be worth it in the ultimate consideration. The use of television as an educational adjunct on the broadest possible scale is quite inevitable. It would be very helpful if the air could be cleared so that all parties concerned could get on with the job, so that the greatest good for the greatest number could be achieved in a reasonable time.

—*Charles S. Aaronson*

Roach to Film Six New Pilots for 1958

Hal Roach, Jr., said here at the weekend that his company will film six new pilots for the upcoming season and that facilities will be acquired here for the company's rapidly expanding operations in the production of commercials, giving Roach studios on both coasts.

A new phase of Roach production activities is the preparation for theatrical release and subsequent showing on TV of "The Golden Age of Comedy," a full-length feature compiled from the millions of feet of comedy classics produced by Roach's father, Hal E. Roach. Theatrical release, being handled by Distributors Corporation of America, will begin with bookings in Baltimore next month.

Roach is in New York in connection with the first public offering of stock in Hal Roach Productions, Inc., which is expected to be made shortly. He said further that Manhattan production space will be acquired after the first of the year and orders for New York work will be accepted shortly thereafter.

KSHO-TV to ABC

KSHO-TV, Las Vegas, Nev., became a primary affiliate of the ABC Television Network yesterday, it was announced by Merv Adelson, majority owner of the station, and Alfred R. Beckman, vice-president in charge of station relations for ABC-TV.

Who 'Saw' Subliminal Ads

(Continued from page 1)

clients of many of them seem impressed by its possibilities. The J. Walter Thompson Company, big name among New York agencies, was moved to issue, on Dec. 3, an appraisal of subliminal communication, prepared by Dr. Arthur Kopenen, staff psychologist.

The prospect of advertising "below the threshold of sensation," as its sponsors have called it—or "below the belt," as others view it—owes its impact to a test device for its application developed by James Vicary, New York marketing consultant. The Subliminal Projection Company, formed to exploit it, conducted a demonstration of it Sept. 15 (reported in Motion Picture Daily of Sept. 16). A press release issued at the demonstration said that "Subliminal had recently been scientifically tested in a motion picture theatre," and went on to describe the test as follows:

Two Products Plugged

"Forty-five thousand, six hundred and ninety-nine (45,699) persons attended the theatre during the six week test period. In the test, two advertising messages were projected subliminally at alternate times during the program. One message urged the audience to eat popcorn, the other message that the audience drink Coca-Cola. Sales figures over the test period were compared with previous sales records to check for any fluctuation in the sale of the products subliminally advertised.

"The invisible advertising increased popcorn sales on the average of 57.5%, and increased sales of Coca-Cola on the average of 18.8%."

While withholding the name of the theatre, Mr. Vicary said it was located in New Jersey.

According to executives of the B. S. Moss Theatre Circuit in New Y projected advertising of such nat was superimposed on motion pictu presented at the circuit's Fort Theatre in Fort Lee, N. J., durin period of six weeks last summer. Fort Lee is a handsome theatre 1,500 seats, built in 1952. The m agement had consented to its use a test of subliminal advertising.

The advertising projection equ ment was mounted on the parapet the loge (lower section of the b cony) and operated continuou under motor power, during the p formance hours without an attenda

The sales copy projected varied intervals during the six-week peri according to the circuit, but all o was devoted to merchandise sold the theatre's refreshment stand, cluding popcorn and Coca-Cola. T copy, according to the theatre m agement, was such as "Buy popcor and "Drink Coca-Cola."

Manager Never Saw Them

Actually, the manager of the F Lee Theatre, Marvin Rosen, never s any of the messages as they w supposed to be flashed every five s onds or so at low light level. He ports, however, that several you sters whom he asked to look for advertising told him they had seen occasionally.

In any case, circuit executives st that they experienced no effect on freshment stand patronage. They vise that sales of all items during six-week period remained at the est lished average for this theatre.

The refreshment stand is a new o installed eight months ago to ma the service more attractive. Popcorn sold from a warmer. Soft drinks dispensed only by a four-drink au matic vender adjoining the stand.

Burtus Bishop Jr.

(Continued from page 1)

been midwestern divisional head with headquarters in Chicago. No successor for him has been named in that post as yet.

Robert Mochrie is western assistant sales manager.

Those at the two-day meeting were Lou Formato, Washington; John J. Maloney, Pittsburgh; John S. Allen, Dallas; Herman Ripps, Los Angeles; Hillis Cass, Toronto, in addition to Bishop and Mochrie.

Bishop is a native of Columbus, Ga. He started in the film business as an usher at the William Penn Theatre, Pittsburgh in 1917. He joined M-G-M as a salesman at Charlotte in 1926 and was made branch manager in 1936.

Later he was branch manager at Pittsburgh; district manager in charge of Kansas City, Memphis and Oklahoma City; district manager at Dallas. Later St. Louis was added to his district. On May 12, 1947, he was named midwest division sales manager at Chicago.

Mann 'Unavailable' f NCA Presidency Again

Special to THE DAILY

MINNEAPOLIS, Dec. 15. — T Mann, Minneapolis independent the tre owner, who took over the office president of North Central Allied l spring as the leader of a conservati group, replacing Benjamin T. Berg who retired after 11 years of lead ship, will not be available for t presidency in 1958. Mann made t announcement following a meeting the board of directors of NCA.

Other members of the board w declined to be quoted said that successor to Mann was discussed a that in fact the whole future of A lied's upper midwest affiliate w cloudy.

Mann said that "the press of bu ness" made it impossible for him take on additional activities at t conclusion of the present term ne spring. Since assuming office earli this year, Mann has reopened t Academy Theatre here in addition operating four other theatres.

Promote 'Gigi' Music Way Ahead

M-G-M may have in its Arthur eed musical, "Gigi," a "My Fair dy"—this time on screen—its adver- ng people say they suspect, and so y are preparing now to give it a ildup with records which will make ney for the picture and for M-G-M cords and all other companies who y want to step aboard.

Dan Terrell and Emery Austin, who d publicity and exploitation at G-M. introduced to record and pic- e trade writers Friday at the home ice Norman Rosemont, general nager for composers Frederick ewe and Alan Jay Lerner.

Nine Songs Recorded

Rosemont played a demonstra- n record containing nine songs ng in the picture by Hermione Gin- ld, Louis Jourdan, Maurice Che- ier and, in dubbing, by Leslie Ca- ı. He has run off 5,000 of these and and his M-G-M associates are ding them to disc jockeys, and er molders of opinion.

The music release is Feb. 14. So , seven records are to be made, and o the "album record" of the sound ck by M-G-M Records and RCA. e picture will open probably in ril, and Terrell hazards it is so h in musical and production values d so akin to "Lady" it may be road- wn.

ews of Day Deal

(Continued from page 1)

sent staff by signing up key cam- men and others of the Universal wsreel organization. The enlarged ff and other news coverage means the disposal of News of the Day l provide more facilities for pro- ction of the "U" newsreel than it ever had before.

The Universal reel will retain its ntity, and its editor, Tom Mead, l continue under the new setup l will be in charge of its makeup. e move is being undertaken by Uni- sal as an economy measure which mits continuation of the newsreel her than its complete suspension, as the earlier cases of the Warner the and Paramount newsreels.

The office staff of the "U" newsreel, dquartered in the Pathe Labora- ies Building on East 106th Street, l be given two weeks notice and weeks severance pay. The short jects staff, which uses the news- l quarters, will be retained under ad in smaller space in the Pathe b offices, Universal officials said.

Among the "U" cameramen whom ws of the Day plans to add to its ff are Roy Edwards, New York; nes Lyons, Washington; Joseph rquette, Los Angeles; Tye Sanders, lanta, and Earl Nelson, Seattle. Al- rt Schuster, sound man, also is ex- cted to join the News of the Day ff.

Universal's Canadian newsreel will discontinued Dec. 21.

See Business-Building Go-Ahead Imminent

(Continued from page 1)

from exhibitors. The aim is to get up to $1,250,000 from this source by payment of four-tenths of one per cent on film rentals. All funds raised in this way will be matched by the MPAA member companies.

Theatre Owners of America is ready to go ahead. Ernest G. Stellings, president, is a member of the sub-committee on plans to raise the funds. No agreement has been reached on this as yet, but Stellings said some time ago that only one general sales manager had objected to the proposal to add the charge to the film rental bills sent out by exchanges. Colored tabs would be attached to the bills of those exhibitors who have given permission.

Two or 3 Weeks for Collection

If the MPAA directors give the go-ahead signal Wednesday it may take two or three weeks to collect pledges from exhibitor members of the TOA. The funds would start coming in as soon thereafter as word could be sent out to the various exchanges.

No word has been received from Allied States Association on whether its board will agree to this plan. The board is scheduled to meet in February. It is not a member of the Council of Motion Picture Organizations and no recent moves have been made for its return.

Some observers hope individual members will decide to share in the campaign as they did in the Golden Jubilee celebration in June and the Academy Award Sweepstakes in April. That plan was well received and was widespread. About 3,542,000 entry blanks were sent out. Thirty newspapers cooperated and several radio stations helped the promotion. COMPO admitted more time should have been given to preparation.

Interest in an all-industry promotional campaign has grown as a result of the wide discussions in innumerable conferences in COMPO, among the sales managers, and in the work done by the advertising and publicity directors committee of the MPAA.

Even before formal action was begun exhibitors as early as April 1956 were suggesting that COMPO organize a national campaign. Leon Enken, Jr., vice-president of the Robins Amusement Co., Warren, O., was one of the first of these. Martin Quigley, Jr., said that month in an editorial that such a campaign was even more important than tax relief, arbitration, rentals or any trade practice.

Sales Heads Considered Plan

The board of directors of the MPAA held its first meeting on the subject in June 1956. Three days later a sales managers committee considered a plan for a survey to find out why attendance had fallen off. This has cropped up repeatedly since that time, but nothing has been done about it.

Members of the advertising and publicity directors committee began to lay out plans later in June and divided the work into five categories with sub-committees on both coasts. Suggestions from exhibitors were sought. Ed Hyman, Huntington, West Va., suggested a national cash give-away plan for guessing names of old pictures and players from clips shown on screen. There was some objection on the ground that it might be considered a lottery.

Early in July 1956 the MPAA directors again agreed to support an Audience Awards move by COMPO. The following September COMPO started a drive for funds. In October company presidents, sales executives and advertising and publicity executives met to study recommendations of the advertising and publicity directors committee.

Skouras and Lewis in Favor

Those recommendations included proposals for immediate and drastic revision of advertising billings, a Hollywood press conference, executive field tours to speak before civic organizations, advertising campaigns and giveaways. Spyros P. Skouras and Roger H. Lewis spoke in support of the idea. A committee was named to take the plan to Hollywood.

Some of these plans—an Oscar Derby, Hollywood press conference with 300 newspaper men from 101 key markets, executive field tours, an industry market survey—are still components of the general plan. The proposals for star tours have been dropped.

The following November MPAA invited COMPO to a meeting for implementation of the program.

Early in December Allied named a committee at a Dallas gathering to discuss the return of Allied to COMPO. A year has passed and the problem has not been settled.

'Sweepstakes' Launched

The MPAA board and COMPO agreed on the Academy Award Sweepstakes plan last January after hearing a report by Charles E. McCarthy and Harry Mandel for COMPO. The Sweepstakes were officially launched February 2 and 1,700 theatres participated.

The following month — March — Ernest G. Stellings pledged financial aid from TOA. Robert Coyne, Sam Pinanski, and A. Montague were authorized to appoint a five-man operating committee to work under triumvirate supervision and the MPAA and COMPO plans were merged.

Among the features of the plan which the MPAA may approve Wednesday are an Academy Awards promotion campaign, an industry radio program, institutional advertising campaign, visits to editors and publishers, reduction in ad billings, market survey and implementation of the plan for four-tenths of one per cent collection with a minimum charge of 25 cents.

Exhibitor Share $1,200,000

If hopes are fulfilled, the exhibitor share of the fund will reach $1,200,000, this to be matched by the MPAA.

Prior to the MPAA board meeting Wednesday, the advertising and publicity directors committee will hold a luncheon meeting today at the MPAA offices for further discussion.

NT Backs SPG

(Continued from page 1)

practice which must do immeasurable injury to the motion picture and theatrical industries is a gigantic first step of intelligent leadership in the only direction that can preserve the unity and solvency of these two great industries.

"Our entire National Theatres organization joins progressive exhibitors everywhere in endorsing this important statement and expressing thanks to you personally, and to your associates, for this important milestone in the history of show business."

Family Season Tickets

(Continued from page 1)

nity Theatre at Newell, Ia. (Pop. 884).

The Newell opening is one of four reported in the upper midwest in the past two weeks, but a check of the area showed this was offset by the shuttering of seven rural theatres in Wisconsin.

Other houses reopened or planning to resume operations include Morris K. Olsen's Granada at Sioux Falls, S. D., shuttered since it was damaged by floods last summer; Lou Sutton's Finley, Finley, N. D., and Robert Voshell's Family Theatre at North Branch, Minn.

E. M. Starkey has closed his Rex at Berlin, Wis., and plans to convert it to commercial use.

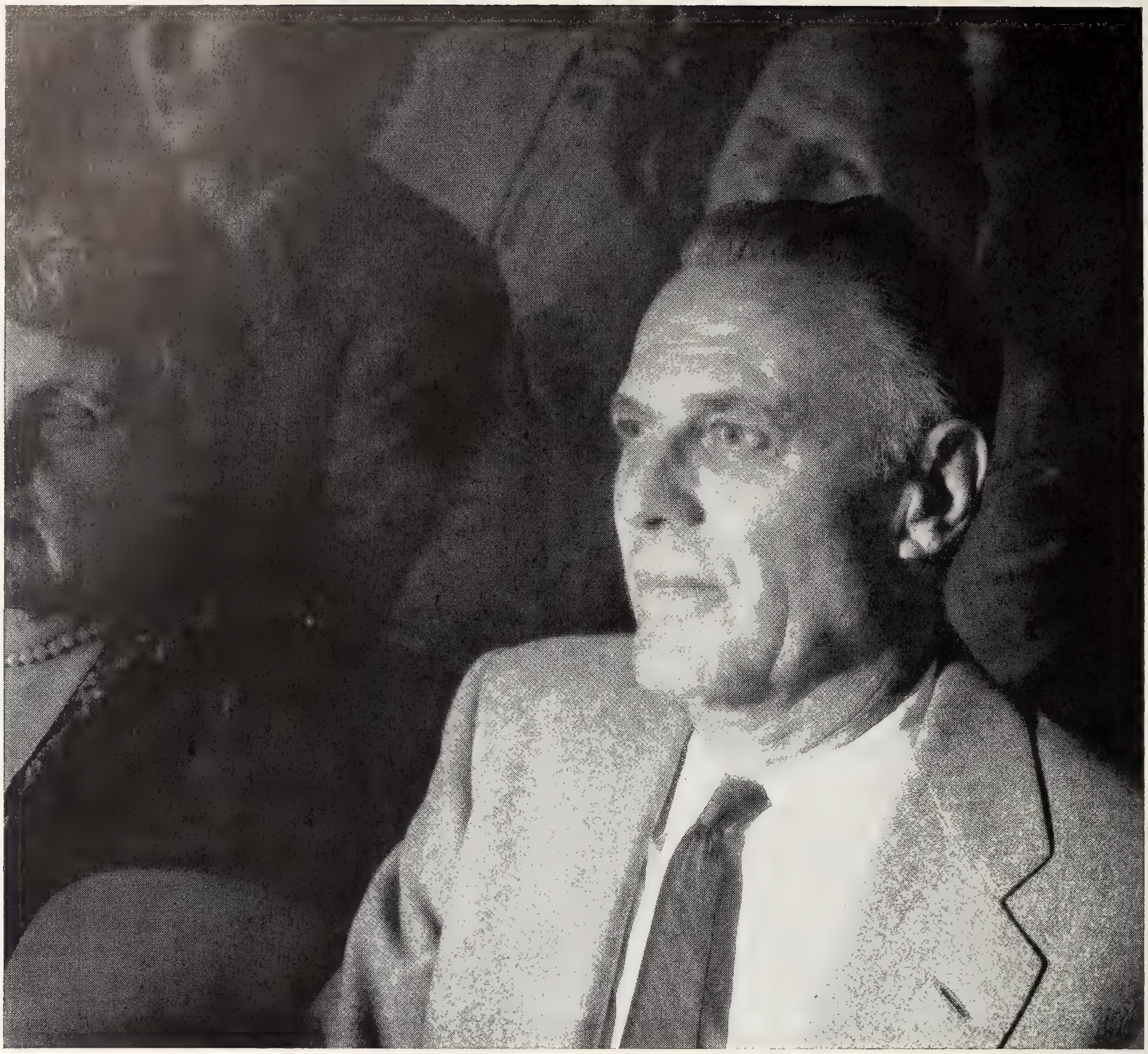
See Pay-TV Reality

(Continued from page 1)

to act in an election year, with many other pressing matters on its agenda, the American Citizens Television Committee declared at the weekend. The ACT Committee was organized last month, and now is engaged in organizing a national education campaign in behalf of the "preservation" of free-TV.

'More and More Formidable'

"Pay-TV is becoming more and more formidable every day despite the apparent desire of the people not to have it," the committee stated. "They must begin to recognize it, not as a new toy which they may or may not want, but as a deliberate and well-financed movement to make them pay for what they are now getting for nothing."



MR. EXHIBITOR:

Whether you know it or not he's judging the light on your screen

Today's movie-goer is light-conscious. Without realizing it he compares your picture with what he sees on other screens—with what he's heard about advances in color, wide screens and life-like projection. Your customers expect the best.

"National" Projector Carbons meet today's demand for bright light at minimum cost to exhibitors. Here, for example, are four "National" carbons offered in the past few years that provide as much as 20% more light with up to 25% slower burning:

- **"Suprex" 7mm Carbon**
- **"Suprex" 8mm Carbon**
- **10mm High Intensity Carbon**
- **11mm High Intensity Carbon**

NATIONAL PROJECTOR CARBONS

TRADE-MARK

meet the demand for more and more light.

UNION CARBIDE

The terms "National", "Suprex" and "Union Carbide" are trade-marks of Union Carbide Corporation

NATIONAL CARBON COMPANY • **Division of Union Carbide Corporation** • ***30 East 42nd Street, New York 17, N.Y.***

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 82, NO. 116 NEW YORK, U.S.A., TUESDAY, DECEMBER 17, 1957 TEN CENTS

rops Below 500

'elemovies' ubscriber ist Declines

ayes Resigns As Manager; ecember Bookings Weak

Special to THE DAILY

BARTLESVILLE, Okla., Dec. 16.—
id increasing reports that the local
emovie project is not producing en-
ly satisfactory results as it nears
end of the fourth month of opera-
ns, Phil Hayes, manager of the local
ject and also of the two indoor
l two drive-in theatres owned by
leo Independent Theatres here,
dered his resignation today.

Hayes, who has been with the
leo circuit 19 of his 25 years in the
ustry, said he had resigned because

(*Continued on page* 12)

,000 Will See 'Arms' review Here Today

More than 5,000 industry and
ss representatives will converge on
Roxy Theatre here this morning
the special invitational preview
David O'Selznick's "A Farewell to
ms," starting at 9:45 A.M.

The performance marks the only
wing of the 20th Century-Fox re-
se to be held on the East Coast
s year. The film will have its
rld premiere tomorrow evening at
auman's Chinese Theatre in Los
geles.

Producer Selznick and his actress-

(*Continued on page* 2)

Television Today Page 9

NT Net at '56 Level; Rhoden Tells Plans for Cinemiracle

From THE DAILY Bureau

HOLLYWOOD, Dec. 16—National Theatres, Inc., earnings for the fiscal year ended Sept. 24, 1957, closely paralleled the preceding year, Elmer C. Rhoden, president announced today in the annual report to shareholders.

Declaring "we believe an improved basis for earnings and growth has been established," Rhoden cited progress in diversification through purchase of TV station WDAF-TV and radio station WDAF in Kansas City; and reported on plans to release NT's first film in the Cinemiracle process, "Cinemiracle Adventure" in New York, Los Angeles and Chicago in the forepart of 1958,

(*Continued on page* 2)

UA Circuit 'Merger' Awaits Tax Ruling

Special to THE DAILY

BALTIMORE, Dec. 16.—United Artists Theatre Circuit expects a tax ruling from Washington around Jan. 15 on the benefits possible from a consolidation of its interests in various other circuits throughout the country. At UATC's annual meeting of stockholders held here today, it was

(*Continued on page* 4)

For to Release 14 in First Quarter of '58

20th Century-Fox will release 14 major productions during the first quarter of 1958, an all-time high for the company, it was announced yesterday by Alex Harrison, general sales manager.

Scheduled for January release are

(*Continued on page* 4)

Marvin Schenck Resigns Post at M-G-M Studio

Marvin Schenck, vice-president of Loew's, Inc., and M-G-M studio executive for the past 12 years, has resigned his position with the company, effective in March, it was announced here yesterday.

Schenck joined the Marcus Loew Booking Agency here when he was 15, advancing to the post of head booker for the entire Loew's theatre circuit. He later became operating

(*Continued on page* 4)

SCTOA to Seek Referendum Unless L. A. Council Delays on Toll-TV

From THE DAILY Bureau

LOS ANGELES, Dec. 16—If the city council does not delay action on toll television franchises for 90 days in order to give Congress time to act on the problem, a referendum will be sought by the Southern California Theatre Owners Association, states President Julius F. Tuchler in a letter to council president John S. Gibson, Jr., released today.

On December 10 the council postponed action on proposed ordinances until March 11. The following day it rescinded this postponement and set December 18 as the final day for action on the franchise applications of Skiatron and FWC-Telemeter.

"The SCTOA strongly opposes any form of pay television and requests an opportunity to be heard at the council session Wednesday," the letter stated. "We ask that you either

(*Continued on page* 3)

New Theory

Make Toll-TV A Subsequent Run: Lightman

Circuit Head Offers Plan For Theatre Clearance

Special to THE DAILY

MEMPHIS, Dec. 16.—M. A. Lightman, Sr.'s theories on how to solve the television problem run counter to all the current discussions favoring a five to seven-year wait between theatre and television showings for films.

The president of Malco Theatres, Inc., said in an interview here he favors releasing films to toll television a few months after the last theatre showing. It would be good for theatres and good for film producers, he declares.

"Only a few years ago," Lightman

(*Continued on page* 4)

AIP Pledges No Sales To TV for 10 Years

American International Pictures, in a letter addressed to Ernest Stellings, president of Theatre Owners of America, and Julius Gordon, president of Allied States Association, has pledged it will not sell its pictures to television for a minimum of 10 years after release, "if then."

At the same time, James H. Nichol-

(*Continued on page* 12)

Sees Further Tests of 'Subliminal' Needed

Subliminal advertising equipment tested in the Fort Lee Theatre, Fort Lee, N. J., was that of the Subliminal Projection Company, New York, according to B. S. Moss, president of the B. S. Moss Theatre Circuit, owners and operators of the theatre. The

(*Continued on page* 9)

THE MOMENT IS AT HAND... SEE PAGE 5

PERSONAL MENTION

HERMAN RIPPS, Los Angeles; **John S. Allen**, Dallas; **Hillis Case**, Toronto; **Lou Formato**, Washington, and **John J. Maloney**, Pittsburgh, have returned to their respective M-G-M headquarters following meetings in New York.

•

Sid Hyams, managing director of Eros Films, Ltd., London, returned to England from New York yesterday via B.O.A.C.

•

Harold Kress, film editor, arrived in New York yesterday from Hollywood.

•

Mike Nidorf, American representative for British television interests, arrived in New York from London yesterday via B.O.A.C.

•

Jack Sogg, M-G-M branch manager in Cleveland, will go to Philadelphia with **Mrs. Sogg** on Dec. 22 to attend the wedding of their son, **Dr. Alan Sogg**, and **Judy Kline**, of Haverton.

Film Salesmen Schedule National Meet in Dallas

Special to THE DAILY

DALLAS, Dec. 16—The national convention of the Colosseum of Film Salesmen will be held at the Adolphus Hotel here the weekend of February 22, 23, according to Dick Bond, president of the Colosseum's Dallas loge. Representatives from throughout the United States will attend.

Plans for the convention and the number of delegates to attend will be announced after the first of January.

Translate Goldwyn Film

WASHINGTON, Dec. 16. — The Defense Department today notified Samuel Goldwyn, Jr., that his prize-winning documentary, "Alliance for Peace," is being released, in 38 languages, in its third revised version since he produced it in 1951 to dramatize SHAPE's part in NATO.

AMPA Party Today

The Associated Motion Picture Advertisers will hold its 41st annual Christmas luncheon party today at 12:30 in the East Ballroom of the Sheraton-Astor Hotel here.

Nat. Theatres

(*Continued from page 1*)

with arrangements for three Cinemiracle productions from Warner Brothers, with the first of these, Max Reinhardt's "The Miracle," starting spring 1958.

Consolidated net income for the 52 weeks was $2,266,096 or 84 cents a share on 2,699,486 shares of common stock outstanding. Earnings for the 53 weeks ended Sept. 25, 1956, exclusive of net gain on sale of the Roxy Theatre in New York, were $2,277,254, also 84 cents a share.

Operations Earnings Rise

Theatre operations produced 74 cents a share in earnings during 1957, compared with 63 cents in 1956. Remaining earnings for both years derived from the sale of real estate and capital assets.

"Improvement in theatre earnings resulted from reduction of expenses and increases in admission prices made possible by revision of Federal admission tax rates," Rhoden said. He called attention to the downward trend in attendance and the continued shortage of quality motion pictures.

Gross income for fiscal 1957 was $58,927,856 compared with $59,707,251 for the preceding year. Grosses for first half were greater than for the corresponding period of the preceding year, but decreased in the second six months.

15 Properties Sold

The company's policy of converting into cash unprofitable properties and assets not needed in business moved at a slower pace during the year because of tight money market, Rhoden stated. Eleven fee-owned and four leased properties were sold.

National theatres was operating 313 theatres with 31 others closed as of Sept. 24.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARLON BRANDO
in SAYONARA
Co-Starring RED BUTTONS
RICARDO MONTALBAN • JAMES GARNER
In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

WHEN YOU NEED
SPECIAL TRAILERS
'GOOD' AND *F-A-S-T*
SEND YOUR ORDER TO
FILMACK
CHICAGO, 1327 S. Wabash - NEW YORK, 630 Ninth Av

'Outdoor' Films for Rockefeller Center

Wide screen pictures on an outdoor screen are being added to the amusement facilities of Rockefeller Center. Across the street from the Radio City Music Hall, where dynamiters have been cutting down 40 feet into Manhattan bedrock for the foundations of the new Time and Life building, the Center has a de luxe Sidewalk Superintendents Club. Four hundred feet away, across the excavation, looms the seven story high blank wall of the Roxy theatre.

Stills Only

Workmen yesterday were erecting a projection booth on the Sixth Avenue sidewalk alongside the Superintendents Club and painting a 50 foot wide white screen on the Roxy wall. According to the Center, the program to start every night at 5 P.M. will be still pictures only—slides of Christmas scenes at first and later on architects drawings of the new building. The Music Hall doesn't have to worry about competition.

5000 to Se

(*Continued from page 1*)

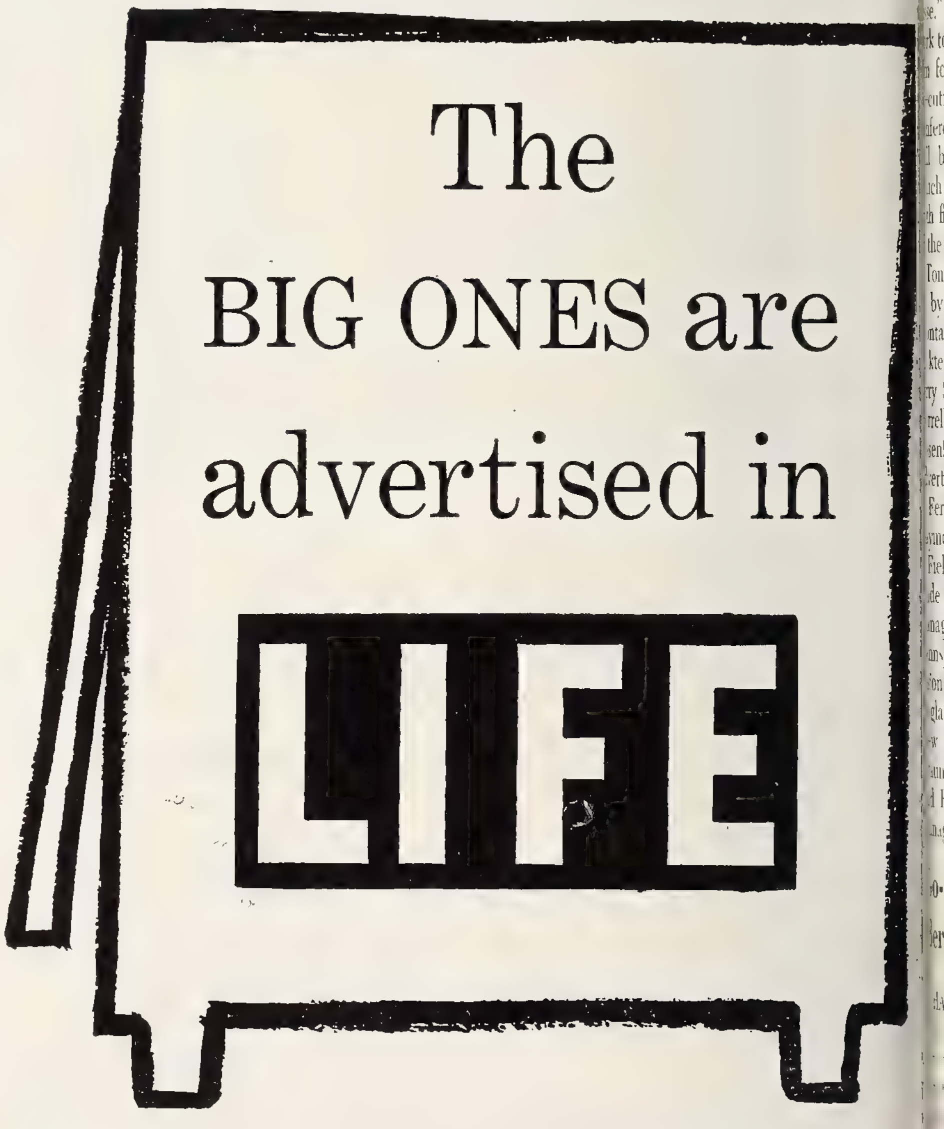
wife, Jennifer Jones, who co-stars the film with Rock Hudson, are flyi in from Hollywood to be on hand the special showing and meet t invited guests before returni to Hollywood for the premi festivities. Other members of the c of "Farewell" at the Roxy will clude Elaine Stritch, Oscar Homol and Kurt Kasznar.

'Kwai' Showing Tonig

The second of two special invi tional previews of Columbia's "T Bridge on the River Kwai" will held tonight at the RKO Palace he One was conducted last night and morrow night the Palace will be t scene of the American premiere of t Sam Spiegel production.

'Peyton' Scores $49,00

Despite the metropolitan tran strike, Jerry Wald's "Peyton Plac scored an "impressive" $49,000 gr over Saturday and Sunday at the Ro Theatre here, Robert Rothafel, ma aging director, announced yesterda



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otter National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

exico Produced 96 ms During 1957

Special to THE DAILY

MEXICO CITY, Dec. 16 – The ture Production Assn. has an- nced that film production in xico this year will definitely total four to be made by Americans. Mexican picture, "Ash Wednes- ," starting Dec. 23, will be the t film of 1957.

Film production this year had ancing of about $8,000,000 of ich the trade's own bank, the ni official Banco Nacional Cinema- rafico, provided 56 per cent. The st expensive picture made in xico during 1957 was "Mayflow-" which cost $720,000.

ckter Plans Tour r Preminger Film

Columbia Pictures' general sales nager Rube Jackter announced yes- day he will personally tour the ntry in a series of meetings with top field sales executives to plan sales campaign for a single fea- e, Otto Preminger's "Bonjour Tris- se." The campaign will start in New rk tomorrow with a screening of the n for top home office and Eastern cutives, followed by a luncheon nference. Within two weeks, Jackter ll begin his cross-country travels, ich will bring him to conferences th field executives in every section the United States.

Tomorrow's sessions will be attend- by Preminger, vice-presidents A. ntague and Paul N. Lazarus, Jr., kter, home office sales executives ry Safron, George Josephs, Vincent rrelli and Milton Goodman; Jonas senfield, Jr., assistant to Lazarus; vertising-publicity director Robert Ferguson, and exploitation manager ymond Murray.

Field executives on hand will in- de Sam Galanty, Mid-East division nager; Harry Weiner, Eastern nnsylvania-Southern New Jersey di- ion manager; Harry Rogovin, New gland division manager; Nat Cohn, w York division manager; Saul auner, New York branch manager; d Harvey Harnick, Canadian sales nager.

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o-Ahead to LeWitt on erlin, Conn., Drive-in

Special to THE DAILY

HARTFORD, Dec. 16.–George Le- itt, pioneer New Britain, Conn., the- e operator, has been assured of con- uction start on his long-planned tdoor theatre for Berlin, Conn., as sult of a ruling by Judge Joseph au in Court of Common Pleas.

Judge Klau has ruled that contrary an opinion by Berlin property own- Howard Culver, long opposed to LeWitt project, the Berlin zoning ws do permit construction of outdoor eatres. The ruling provides legal go- ead for LeWitt's Lakeside Realty mpany.

Florida Paper Prints Six-Page Film Section

The "Florida Times-Union," which in the past has been reported reluctant to participate in motion picture promotions, broke precedent on Nov. 28 by coming out with a six-page special section built around the industry's new slogan, "Get More Out of Life . . . Go Out to a Movie." Credit for achieving this promotion is due to Mark DuPree and Robert Heekin of the Florida State Theatres circuit, with an assist from Emil Bernstecker, head of the circuit's advertising and publicity department.

One whole page, with the slogan blocked out in color, and a sub-head, "The Sky's the Limit for the New Movie Season," is devoted to a feature story which lists all the big attractions coming to Florida theatres this winter. Head cuts of nine leading film personalities complete the art work on this page. Each of the other five pages carries the slogan in heavy type in a banner at the top of the page. Each page also carries one or more Hollywood movie feature stories, scenes from forthcoming attractions, and advertisements of local exhibitors and retail merchants who cooperated in the promotion.

'Raintree' Debut Here Slated for Thursday

An audience of celebrities including Hermione Gingold, Joni James, Sal Mineo, Celeste Holm, Mr. and Mrs. Arthur Murray, Faye Emerson, Arlene Francis, Gia Scala, David Wayne, Greta Thyssen, Tom Chamales, Helen O'Connell and Mike Wallace will be on hand at Thursday evening's invitational preview of M-G-M's "Raintree County" at Loew's State Theatre here.

Hundreds of others prominent in the fields of stage, screen, radio and television and the daily, weekly and monthly press will also attend the showing of the picture, which will begin simultaneous engagements at the State and the Plaza Theatre the following morning on a continuous performance basis.

Pa. Allied Concurs

PITTSBURGH, Dec. 16. – The board of directors of Allied Theatre Owners of Western Pennsylvania has unanimously approved ten of the resolutions adopted at the recent national Allied convention at Kiamesha Lake, according to an announcement by Harry B. Hendel, president of the local unit.

E. G. Williams Dies

LONDON, Dec. 16.–E. G. Harcourt Williams, English actor and producer, died here Friday after a long illness. He was 77 years old. "Under Capricorn" and "Roman Holiday" were among the films in which he was seen in recent years. Williams also appeared many times on radio and television.

Ask U.K. Roundtable Talks on TV Sales

From THE DAILY Bureau

LONDON, Dec. 16–All industry talks on the problems raised by releasing feature films to television have been proposed by the Cinematograph Exhibitors Association, whose general council has passed a new resolution on the subject. The British Film Producers Association is calling a special meeting of its executive council on January 13 to debate the whole question of film sales to TV.

The CEA resolution came as a surprise to the industry at large in view of the recent vehement attacks that the CEA has made on the subject. Still standing on the CEA books is the Llandudno resolution calling for a boycott of producers or distributors who made deals with TV.

Urges Roundtable Talks

The new CEA resolution, asking roundtable discussions on the subject, followed a report to the general council prepared by its finance and management committee under the guidance of George Singleton, CEA president.

The resolution, in two parts, is as follows:

(a) That the general council, albeit unwillingly, agrees that the time has come when fresh thoughts are necessary on the subject of television and feature films and that a positive approach in terms of controlled supply should be substituted for the present negative stand;

(b) That on the basis that the key to the situation at the present time lies in control of the supply of British films, the officers be empowered to consult with the other sections of the trade with a view to formulating a plan under which the trade would agree to films including British films in excess of a stated age being made available to television, subject to the overriding proviso that neither those films nor any other films which may already be or hereafter become available in the free market are to be shown during prohibited hours and on prohibited days which would be specified. By way of illustration only of this principle it might be suggested that feature films should be allowed on television on, say, any afternoon up to 5 P.M. and on, say, two nights per week after, say, 10 P.M.

Georgia Film Producers Form Organization

Special to THE DAILY

ATLANTA, Ga., Dec. 16.–Edward E. Burris has been elected president of the newly organized Association of Georgia Film Producers here. Other officers of the new group: George M. Kirkland, vice-president, and Frank Willard, secretary-treasurer.

Named directors were Charles D. Beeland, John P. Nicholson, Alva B. Lines, Louis Strickland, Frank Hays and Carlton Morrison.

SCTOA Asks Toll-TV Delay Or a Vote on It

(*Continued from page 1*)

vote it down or delay for 90 days, since it is impossible for the promoters of pay television to string wires in time for the 1958 baseball season, even if the ordinance is passed by the council."

Phone Official Quoted

The letter cites testimony by a telephone company official before the State Assembly sub-committee as warrant for this assertion.

"There is no present evidence of great public demand for pay-television," Tuchler went on, and "the telephone company would not under any circumstances undertake wiring of closed circuit television or permit use of its facilities by any arrangement whatsoever until the issue of pay-television is set once and for all by Congress."

Poll-Results Given

The letter then gave the results of various polls on the question of whether a majority of the people want it or not and continued: "We strongly urge you to resist pressures of greedy promoters who are only after enormous profits. They will be sure to monopolize it at the expense of the public and long established local radio, television and motion picture taxpayers.

"If you gentlemen are not now aware of the fact that an overwhelming majority of citizens of Los Angeles are opposed to pay television, and are not realistic enough to delay a 21-year potentially revenueless ordinance for a period of but 90 days, in view of Congressional action one way or another before March 1, 1958, you offer us no alternative but to turn to a referendum.

'Fighting . . . for All People'

"We are fighting for a principle, for all of the people, normally your job, and in all friendliness and sincerity, we hereby serve this ultimatum. We stand ready to marshal our forces to preserve our present way of life, and we will not tolerate arbitrary action in this particular situation which so seriously challenges our very economic life. The die is cast, gentlemen of the council. Ninety days delay, or rejection of ordinances outright, or referendum to the people."

B&H Buys Firm

CHICAGO, Dec. 16.–Bell & Howell Company, manufacturers of motion picture cameras and related equipment, announced it has bought the assets of Inserting and Mailing Machine Company, Phillipsburg, N. J., as a major new step in a program of diversification into fields related to its present product lines.

Lightman View

(*Continued from page* 1)

says, "if a film company permitted a movie to be shown free in his community an exhibitor would raise hell. Today all of our backlog of fine movies is being shown to millions of people absolutely free. At the present rate of TV consumption there will be no product left for re-issues for the theatre to fill out our already meager supply of features."

Extending the sequence of releases from theatres to toll television, thereby ending all sales to free television, could end the present competition, in his opinion.

Deplores Competition

"Excluding free movies on television, we exhibitors are by far our worst competitors," Lightman declares. "Not only do we compete with each other for fine first run product showing day and date, but our pictures are shown for lesser admissions on down until finally one may see the pictures for a fraction of the first cost. In spite of this system, controlled availability has proved that there are enough people in each bracket to make the plan profitable to most exhibitors. A good picture will get its share of business despite all other competition."

"It is impossible for exhibitors to bid against television stations for first run pictures and if distributors are thinking in terms of selling to the highest bidder, then we might as well close up shop."

'Why Give TV First Runs?'

Lightman asks: "Why give television first runs? Is it not wiser to adopt a plan that will not only preserve the theatres, but will also reap a harvest for both television and the producer? The difference that the producer would get from selling television first run films against selling theatres first run and after a few months making the product available to television is not close."

Holding films away from television until they have gone through the usual theatre runs would "avoid the closing of thousands of fine theatres," he declares.

"In other words," he continues, "if exhibition is granted from four to six months time to clear all runs on all except roadshow pictures and then let the product become available to toll television, the combined film rental would be far greater than selling direct to television. It would also solve our present picture shortage, as the demand for fine product would be the greatest in our history."

Compares 'Admission' Prices

Theatres would be showing to about one-tenth the number of people who would see the picture on television, but would produce the same income, he contends, because the average admission price to theatres is about 60 cents. It would be from six to ten cents per person on television.

On this point Lightman says: "There is no question but what many community groups will be formed and families will rotate in seeing the pictures in groups. In the final analysis how many home owners would object to waiting for availability so long as they know that once the date has been reached from then on there will be a steady flow of fine product. This situation would be exactly as if each home were a subsequent run theatre having an availability of number of dates after first run. Isn't this more sensible than competing with free movies?"

Sees Fringe Houses Closing

Fringe theatres will close, he says, but he thinks it is better for them to close than for all theatres to do so.

"We have already closed ten per cent of our theatres in the Malco circuit," he says, "and we plan to close at least ten per cent more. We do not blame television as much for this as our own overbuilding. Several thousand drive-ins are the main cause."

Selling pictures first run for toll television will kill the goose that has laid the golden egg, he contends, and will lose roadshows and top admissions. It will stamp films as worth about six to 10 cents per person.

"Producers should do a lot of thinking before forcing thousands of theatres out of business," he declares. "The day may soon come when they will depend on theatres for their main source of income. Many improvements are still in store for theatres. Finer projection of pictures and other changes can never be obtained in homes.

Pleads for Cooperation

"If the producer, television and exhibitor work together, the greatest prosperity we have ever experienced will be ours. Exhibition and television can be great allies.

"Together we can offer the producer the greatest incentive to make more fine big pictures than any of us eve dreamed of. Let's seek the formula obtain that result. There will alway be enough good free entertainme available to TV for sponsored show ing. That field can continue to e pand.

"Television, properly controlle would not only be the exhibitor salvation, but it would also be th greatest boon to producers ever e perienced, plus a tremendously profit able addition to television."

REVIEW:

Legend of the Lost

Batjac-UA—Technirama

With every asset in the book going for it—cast, process, color, location and story—plus an all-out exploitation campaign ranging from national advertising, television and radio to music promotion of its title song through a spanking new record company, this should make a splash at every box office in the country, big or little.

To be specific: the stars are John Wayne, Sophia Loren and Rossano Brazzi. It was produced and directed by the skilled and experienced Henry Hathaway for Wayne's own Batjac Productions Panama, Inc. The screenplay is by the versatile and facile Ben Hecht and Robert Presnell, Jr. So much for names, all of them long entrenched in the top brackets of box office Fame. Add to that the Sahara desert photographed in all its shimmering beauty and desolation in Technicolor's own Technirama wide screen process, a story revolving around a search for the treasure of the fabled city of Ophir, Wayne's careless masculinity, Miss Loren's untamed and sensual femininity and Brazzi's cultured virility, and a sweeping promotion and exploitation campaign which overlooks none of these potentials.

Wayne as a soldier of fortune with a vast knowledge of the desert and its ways, Brazzi as the son of a mission doctor in search of his father and a treasure he had written to him about, and Miss Loren, a girl of the streets and cafes of Timbuctoo whose heart has been touched by Brazzi's earnestness and charity, set out on a ten-week desert trek to find the city of Brazzi's father's letters. After an exhausting march they find it—the ruins of the Roman city of Timgad. They also find three skeletons, one of them the mission doctor, under circumstances which make it evident that the doctor and his guide had fought over a woman. The shock unsettles Brazzi who had believed his father a saint. But they also find the treasure where the father had carefully hidden it. In their turn Brazzi and Wayne fight over the girl—Miss Loren—this time with Wayne on the side of the angels.

Brazzi disappears with the donkeys, the supplies and the treasure but is overtaken by Wayne and Miss Loren and finally killed by the girl after he stabs Wayne in his delirium. Wayne and Miss Loren are rescued, ironically with their ideals restored through the man who died, having lost his own.

Bald telling of the plot conveys nothing of the reality the picture creates of the awesomeness and the sheer beauty of the desert, its dangers and its pitfalls, all heightened by the mobility of the camera and the ability of the principals to project their personalities. The flawless photography was by Jack Cardiff.

The theme music of the title, composed by A. F. Lavagnino, is scheduled for wide exploitation as one of the first two releases of the new United Artists music company.

Running time, 109 minutes. General classification. Release, in December.

James D. Ivers

U. A. Circui

(*Continued from page* 1)

reported that the tax ruling will a major influence as to whether ther consolidation talks will conti

UATC's entire board of direc was re-elected at the meeting. directors are Jervis J. Babb, MacN rill Birnbaum, A. E. Bollengier, B jamin J. Buttenwieser, A. H. Fri James M. Landis, Edward H. Row Joseph M. Seider, Milton Shub George P. Skouras, George C. Te and Milton C. Weisman.

Marvin Schenck

(*Continued from page* 1)

head of the circuit, which at the t was the largest in the nation. Du World War II, Schenck was a me ber of the selection board provid film entertainment for the arm forces. After serving as Eastern rep sentative for the studio, recognized a foremost discoverer and develo of new talent, Schenck became a s dio executive.

Plans Trip to Europe

Upon the completion of his stu activities, Schenck and his wife take a long-planned European va tion. Schenck also disclosed that has for some time been discussing w Abe Lastfogel the possibility of an filiation with the William Mo Agency as a television executive.

Fox to Release

(*Continued from page* 1)

"The Enemy Below," "Sing! B Sing!," "Escape from Red Rock" a "Diamond Safari." Following February will be David O. Selznic "A Farewell to Arms," "The Gift Love," "Cattle Empire" and "Plu der Road."

The company's March releas will be "Fraulein." "The Hell-Be Kid," "The Long, Hot Summe "Blood Arrow," "Wolf Dog" a "The Young Lions."

Rank Acquires 'Night'

United States distribution righ to the Swedish film, "Smiles of Summer Night," which won t Grand Prix Award for the Best Co edy at the International Cannes Fil Festival, have been acquired by Ra Film Distributors of America, it w announced yesterday by preside Kenneth N. Hargreaves.

THE MOMENT IS AT HAND...

The work is done...the last cameras have stopped turning...the final editing is complete... Hemingway's epic story of two lovers fleeing the Furies of War has been realized on the screen... we are grateful for the opportunity to bring it to you...and hopeful...

THE MAKERS OF.............

DAVID O. SELZNICK presents his production of

ERNEST HEMINGWAY'S A

STARRING

ROCK HUDSON · JENNIF

COLOR BY DELUXE

CINEMASCOPE

DIRECTED BY
CHARLES VIDOR

SCREENPLAY BY
BEN HECHT

THE SELZNICK STUDIO

RELEASED BY
20TH CENTURY-FOX

AREWELL
TO
ARMS

JONES · VITTORIO DE SICA

URN THE PAGE

IOR NEWS OF THE NEW POLICY CREATED EXPRESSLY
IOR THIS ENTERTAINMENT EVENT...

the eyes of the industry
are on Los Angeles
for the launching of the

UNRESERVED-SEAT ROADSHOW ENGAGEMENTS OF A FAREWELL TO ARMS

UNPRECEDENTED 8-THEATRE WORLD PREMIER

beginning Thursday, December 19th

LOS ANGELES TIME-TABLE OF PERFORMANCES

a convenient CURTAIN TIME for everybody to see "A FAREWELL TO ARMS"

Sunday through Thursday			Friday and Saturday		
TIME	AREA	THEATRE	TIME	AREA	THEATRE
11:45 AM	DOWNTOWN	Los Angeles	10:30 AM	DOWNTOWN	Los Angeles
12:15 PM	PASADENA	Academy	11:30 AM	HOLLYWOOD	Chinese
12:30 PM	HOLLYWOOD	Chinese	12:15 PM	PASADENA	Academy
12:45 PM	GLENDALE	Alex	12:45 PM	GLENDALE	Alex
12:45 PM	LONG BEACH	West Coast	12:45 PM	LONG BEACH	West Coast
1:00 PM	SHERMAN OAKS	La Reina	1:00 PM	SHERMAN OAKS	La Reina
1:30 PM	INGLEWOOD	Academy	1:25 PM	DOWNTOWN	Los Angeles
2:30 PM	WESTWOOD	Village	1:30 PM	INGLEWOOD	Academy
2:40 PM	DOWNTOWN	Los Angeles	2:25 PM	HOLLYWOOD	Chinese
3:05 PM	PASADENA	Academy	2:30 PM	WESTWOOD	Village
3:25 PM	HOLLYWOOD	Chinese	3:05 PM	PASADENA	Academy
3:35 PM	GLENDALE	Alex	3:35 PM	GLENDALE	Alex
3:40 PM	LONG BEACH	West Coast	3:40 PM	LONG BEACH	West Coast
3:50 PM	SHERMAN OAKS	La Reina	3:50 PM	SHERMAN OAKS	La Reina
4:20 PM	INGLEWOOD	Academy	4:20 PM	DOWNTOWN	Los Angeles
5:30 PM	WESTWOOD	Village	4:20 PM	INGLEWOOD	Academy
5:35 PM	DOWNTOWN	Los Angeles	5:20 PM	HOLLYWOOD	Chinese
5:55 PM	PASADENA	Academy	5:30 PM	WESTWOOD	Village
6:20 PM	HOLLYWOOD	Chinese	5:55 PM	PASADENA	Academy
6:25 PM	GLENDALE	Alex	6:25 PM	GLENDALE	Alex
6:35 PM	LONG BEACH	West Coast	6:35 PM	LONG BEACH	West Coast
6:40 PM	SHERMAN OAKS	La Reina	6:40 PM	SHERMAN OAKS	La Reina
7:10 PM	INGLEWOOD	Academy	7:10 PM	INGLEWOOD	Academy
8:30 PM	WESTWOOD	Village	7:15 PM	DOWNTOWN	Los Angeles
8:30 PM	DOWNTOWN	Los Angeles	8:15 PM	HOLLYWOOD	Chinese
8:45 PM	PASADENA	Academy	8:30 PM	WESTWOOD	Village
9:15 PM	HOLLYWOOD	Chinese	8:45 PM	PASADENA	Academy
9:15 PM	GLENDALE	Alex	9:15 PM	GLENDALE	Alex
9:30 PM	LONG BEACH	West Coast	9:30 PM	SHERMAN OAKS	La Reina
9:30 PM	SHERMAN OAKS	La Reina	9:30 PM	LONG BEACH	West Coast
10:00 PM	INGLEWOOD	Academy	10:00 PM	INGLEWOOD	Academy
			10:10 PM	DOWNTOWN	Los Angeles
			11:10 PM	HOLLYWOOD	Chinese

and soon...*UNRESERVED-SEAT ROADSHOW ENGAGEMENTS*
begin at specially selected theatres throughout the count

VIEW:

The Girl Most Likely

RKO-Universal-International

T AUDIENCES will very likely enjoy this peppy romantic comedy set ie music of six lilting tunes by Hugh Martin and Robert Blane. While rey Freeman's screenplay is not the year's most original, it has been santly interpreted by a cast of familiar and talented faces under the lance of director Mitchell Leisen's always skillful hand.

ne Powell, who has been conspicuously absent of late from theatre ens, portrays the girl of the title, who, by the last reel, finds herself ged to three handsome swains, all at the same time. Mechanic Robertson, finally wins her hand, but only after some hectic and amusing run-ins with real estate agent Tommy Noonan and onaire playboy Keith Andes. Happily, all these confused going-ons spun off against some gorgeous lower California scenery, which in nicolor is enough to excite even the most seasoned traveller.

he Stanley Rubin production is liberally spiced with some excellent ical numbers staged by Gower Champion, of which two, "Balboa" "All the Colors of the Rainbow," are especially notable for their stepping choreography. Miss Powell appears to good advantage in dream-sequences, which are eye-popping because of simple stage ngs re-inforced with striking primary color backgrounds and un-l comera angles.

addition to the six songs by Martin and Blane, Bob Russell and on Riddle have composed a title tune which is sung behind the its by the Hi-Lo's.

bviously, a lot of time and money has gone into the production of diverting musical, and the results are generally satisfying. From all ations, it will be a crowd pleaser.

ning time, 98 minutes. General classification. Release, in February.

WARREN HARRIS

Six Rank Theatres To Install Todd-AO

From THE DAILY Bureau

NDON, Dec. 16 — George ras, president of the Magna tre Corporation, reported at a conference here that he had uded a deal with the Rank Or- ation under which the latter nstall complete Todd-AO equip- in six of its theatres. The first to be equipped will be the nion, Tottenham Court Road, on. Others will be in the key of Manchester, Leeds, Birming- Newcastle and Glasgow.

e deal also provides for the ing of "South Pacific" in the -AO process at each of the de- ted theatres on an unlimited run It is planned to open the pic- at the Dominion next April, openings in the other cities fol- g in succession up to October, The Rank Group is playing nd the World in 80 Days" in key situations throughout next er.

uras declared that he is not ting the Todd-AO "South Paci- to Rank Theatres. It will be ble to any exhibitor willing to the equipment. But it will not ailable in its CinemaScope ver- which will be handled by 20th ry-Fox, until the Todd-AO runs ompleted.

live orchestra will provide musi- terludes at the Todd-AO shows, entitling the theatre in question entertainment tax rebate.

Sees Further Tests

(*Continued from page 1*)

test was so identified by Moss in reference to a story in MOTION PICTURE DAILY yesterday stating that a test of "invisible" screen advertising had been conducted in the Fort Lee theatre last summer, to see what effect it would have on popcorn and Coca-Cola sales at the theatre's refreshment stand.

According to executives in immediate charge of theatre operation and advertising, the device tested had no effect on refreshment stand sales, and this was reported in the MOTION PICTURE DAILY story. Yesterday, however, Moss said that on the basis of figures supplied him by the Subliminal Projection Company for the test period, he was satisfied that this type of "subconscious" advertising could help to increase sales. He said that the manager of the theatre and other members of his organization had not been informed of those figures.

However, Moss said he believes the device requires additional testing before conclusive evidence of its effectiveness or lack of it is produced. For example, he said, if it is demonstrated that the sale of popcorn can be increased by the subliminal ad method, perhaps that very fact reduces the sale of chocolate bars or other concession stand items not featured in the subliminal messages.

In other words, it remains to be demonstrated whether total concessions sales benefit from stimulated sales of a few items included in the subliminal messages.

Television Today

Merits of Pay-TV Are Debated in Milwaukee

Special to THE DAILY

MILWAUKEE, Dec. 16. — Pay television was called "a threat to free enterprise" at a meeting of the advisory council to the Mayor held late last week at City Hall here. Harry Halloway, representing the Milwaukee local of the Federation of Television and Radio Artists, and Phillip Fox, counsel for Skiatron TV, which has asked the common council for a franchise to operate here, were strongly opposed as to the merits and demerits of the controversial pay-TV question.

Halloway brought in 17,113 signatures protesting the pay-TV plan, claiming that national surveys show 96.6 per cent of the people are against it. Halloway said that subscriber TV will force commercial broadcasters to adopt a viewer fee system, and that viewers will end up paying for programs which are now free.

Fox in Rebuttal

Fox, on the other hand, said that Skiatron "will bring out the full potential of television which is now at the mercy of a monopoly of networks. This media will give people an opportunity to be pleased by something free of commercials."

The common council made no decision on licensing pay-TV in Milwaukee. Deputy City Atty. Harry G. Slater has prepared a resolution which, if adopted, would authorize such a system subject to common council regulation.

BBC Changing Format Of Picture Parade

From THE DAILY Bureau

LONDON, Dec. 16.—The British Broadcasting Corporation (BBC) is to discontinue, in its present form, its weekly TV programme, Picture Parade, because of "lack of cooperation from the film industry," according to Cecil Madden, assistant BBC TV controller. The programme, he explains, will appear in the New Year in a different form. It will then include, in addition to film clips, items on the stage, revues, ice-shows and BBC television programmes.

This BBC move follows the decision of Warner Bros. to joint 20th Century-Fox and Universal in refusing to supply film extracts for the programme. The Rank Organisation has also reduced the number of Rank film clips available for TV.

Despite this loss of free television advertising the film industry is unlikely to be unduly worried by the BBC's action. There have lately been many exhibitor and distributor complaints that poor film extracts on Picture Parade have done more harm than good to their business.

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports. (Results of this year's poll will be published early in January.)

Bill Gibb, The Tuscaloosa News, Tuscaloosa, Ala.: Television's elusive quality as a reporter, entertainer and time-waster is very much like that of a versatile and talented neighbor—turning on the set brings a new companion into the living room. Sometimes producers create very uncouth companions (Jack Leonard's risque jokes, low necklines, etc.) which I wouldn't invite for a second visit. I'm also in favor of half-hour news shows.

L. J. Cart, Daily Signal, Crowley, La.: I am particularly pleased with the way television is "growing up." The number of "good" programs that a viewer can enjoy is steadily increasing. Even Westerns are getting enjoyable. Sunday two-hour G.M. 50th Anniversary show is a fine example of good TV.

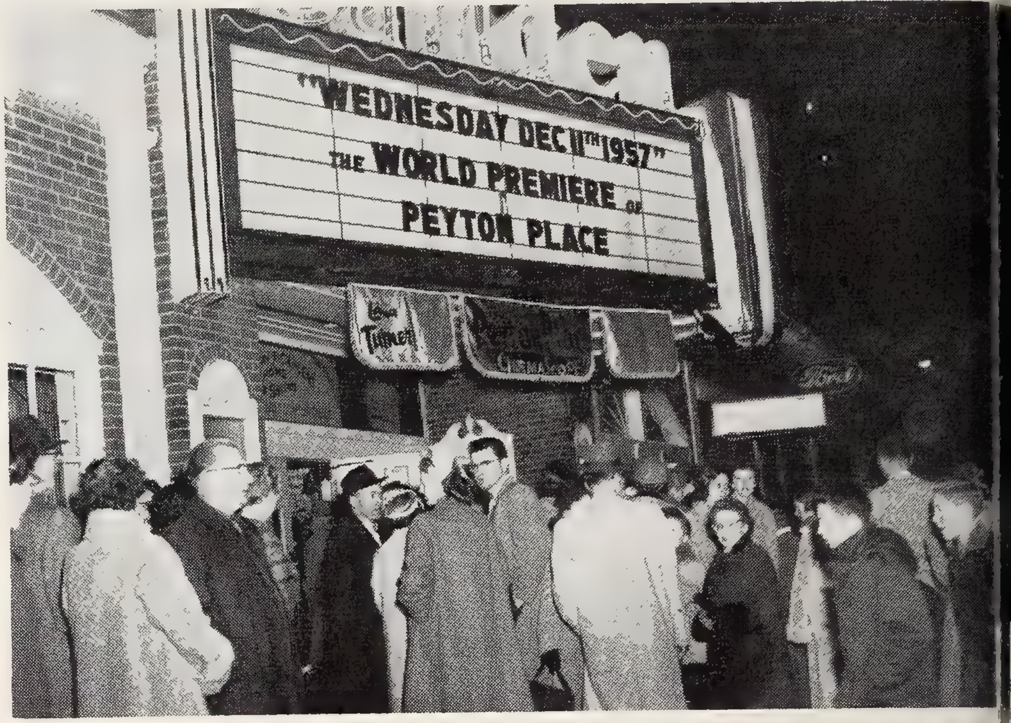
Del Johnson, The Fargo Forum, Fargo, N. D.: Face it: westerns are becoming almighty. Perhaps the most refreshing innovation is the gimmick used by "Wagon Train," which started its principals out in Missouri and expects to have them in California come spring. Perhaps a continuity format—with guest stars in each episode—will break the monotony that soon will bore the viewers. If the show has a target, the dial supervisor may not aim for a different channel when "another western" pops up.

R. W. Townsley, Russell Daily News, Russell, Kas.: Make less comedy and westerns. More mystery and drama.

Fern E. Chick, San Antonio News and Express, San Antonio: With new shows like "Seven Lively Arts," "20th Century," and continuation of shows such as "Omnibus," "Wide Wide World," "See It Now," etc., one can almost overlook the fact that TV's main message this season seems to be "Go West, Dear Viewer, Go West."

EXCITEMENT OVER JERRY WALD'S "PEYTO

LAST week was "Peyton Place" week across the country, when both Hollywood and Camden, Me. —site of much of the filming on the 20th Century-Fox attraction—decked themselves out for gala premieres. And, in New York, the much-heralded, multi-million dollar production was proving a bonanza at the box-office, with crowds jamming the Roxy over the week-end. In Maine, civic and state officials declared a holiday on the 11th and devoted themselves to the pleasureable task of preparing for their first premiere. Producer Jerry Wald and director Mark Robson had chosen the lovely New England town for their "Peyton Place" and thousands of Camden's residents volunteered to play themselves in the CinemaScope-De Luxe color film. The evening turned out to be the most exciting in Camden history with stars like Bette Davis and Gary Merrill attending and with the entire affair covered with a golden tinsel usually reserved for that story-book city three thousand miles away. And, in Hollywood, a capacity audience at the Beverly Theatre, paid their tribute to the production. Celebrities thronged to the theatre and the reaction across the nation to "Peyton Place" gave evidence that here is one of the great box-office attractions of all time.



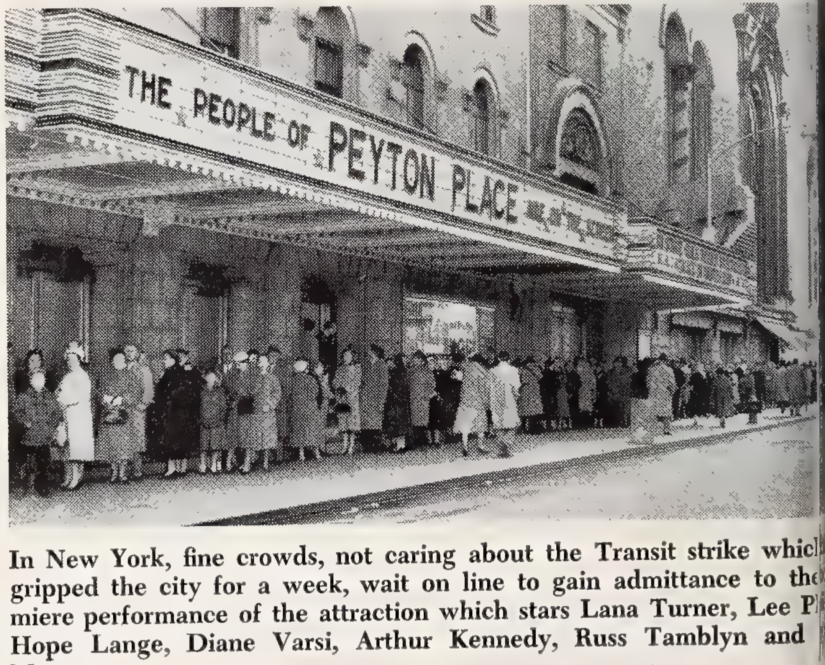
The huge crowd outside the Camden Theatre awaits the start of the evening's fe
ties. Proceeds for the premiere went to the Friends of the Camden Hospital I
The orchestra constantly buzzed with Camdenites reacting to seeing themselve
the screen and the spectacular Labor Day picnic sequence, the beautiful Easter
mony and the touching dramatic trial scene brought tremendous bursts of app
from the enthusiastic onlookers.

MARK ROBSON

Gary Merrill (right) congratulates Mrs. Adelaide Adelman of Rockland, Me., who won director Mark Robson's chair, used during the filming of "Peyton Place," at an auction, proceeds of which go to the hospital fund. George Pew (center), of Rockland, Me., won the bidding on John Michael Hayes' shooting script.

Merrill and wife Bette Davis, who brought "oohs" and "aahs" fro
premiere-goers, greet Gov. Edmund Muskies' personal represent
Fred A. Clough, Jr., (right) outside the theatre. "Peyton Place"
filmed in the picturesque town of Camden at the personal invi
of Maine's governor.

At the Roxy, residents of Gilmanton, N.H., who claim to be the 'real' "Peyton Place," enter the Roxy, as part of a protest visit. The Gilmanton residents left the theatre, their anger subsided, brimming with enthusiastic comments about the Wald production. Bill Miller, Roxy house manager, greets the Gilmanton contingent as they enter the theatre.



In New York, fine crowds, not caring about the Transit strike whic
gripped the city for a week, wait on line to gain admittance to th
miere performance of the attraction which stars Lana Turner, Lee P
Hope Lange, Diane Varsi, Arthur Kennedy, Russ Tamblyn and
Moore.

LACE" FROM MAINE TO CALIFORNIA!

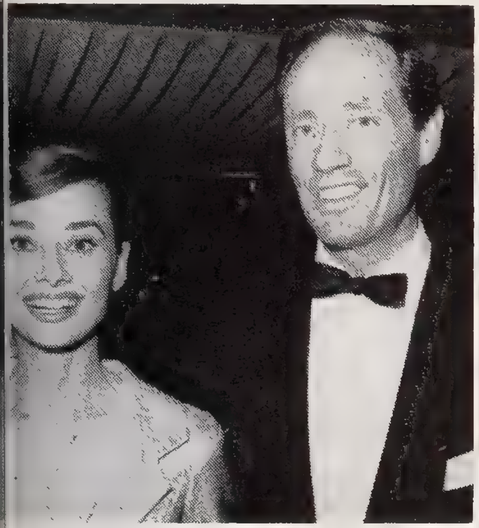
Fox executive producer, Buddy Adler (left) and his wife, actress Anita
e join with producer Jerry Wald, "Peyton Place" star Hope Lange and her
nd Don Murray at the Beverly Theatre premiere. Don stars in the just-
leted "The Hell-Bent Kid." Mr. Adler, recently signed to an exclusive,
erm contract as head of all production at the company's studio, has just
eted Rodgers and Hammerstein's "South Pacific," produced in Todd-AO.
ext will be "The Inn of the Sixth Happiness," with Ingrid Bergman.

Jerry Wald (right), producer of "Peyton Place," with Mr. and Mrs. Gary Cooper. Wald, producer of "An Affair to Remember" and the upcoming "The Long, Hot Summer," adds another great attraction to a brilliant list of achievements over the years. Cooper is currently topcast in Fox' "Ten North Frederick," CinemaScope picturization of the John O'Hara best-seller.

chtman (right), producer of "The Young
" which stars Marlon Brando, Mont-
y Clift and Dean Martin, chats with
famous columnist Walter Winchell, who
mong the many top newspaperman at-
g the "Peyton Place" debut, and Terry
, another of the film's stars.

New star Diane Varsi arrives for the premiere. Miss Varsi won the plaudits of critics for her sensitive portrayal of "Allison," the film's pivotal character. Having finished her starring role in "The Hell-Bent Kid," she is now top cast with Gary Cooper in "Ten North Frederick."

Handsome Robert Stack, who stars with Lauren Bacall in "The Gift of Love," escorts his lovely wife Rosemary to the "Peyton Place" premiere festivities at the Roxy. The forthcoming "The Gift of Love" has been scheduled by the company as the St. Valentine Day release.



ng Audrey Hepburn and husband, Mel
, were among those who watched the
oast debut of "Peyton Place." Ferrer
st completed Fox' "Fraulein," romantic
in which he stars with Dana Wynter.

Hugh O'Brian, a newcomer to 20th-Fox ranks, soon to star in "Rope Law," steps out of his well-known "Wyatt Earp" television character to escort lovely Nancy Sinatra to the premiere.

EVERYONE'S TA ING AB

Glamorous Christine Carere, an import by 20th from France, arrives with escort Edward Minouk. Christine will co-star with Rossano Brazzi in the forthcoming "A Certain Smile."

Westerns Thatta Way –To WESTchester

Westerns have gone thatta way—meaning to WESTchester. Up in them thar hills there's a place called Cimarron Ranch "nestled in a valley completely surrounded by mountains," according to L. Daniel Blank of Maybruck Associates, Inc.

It has several hundred acres, a western street with a trading post, general store, bank, bar, hotel, post-office and restaurant, but nary a cow. Most of the beef just north of the Bronx travels by refrigerated truck.

Over 200 "well schooled" horses whinny around the corral with their cowboy riders.

Martin Poll, president of Gold Medal Studios in the Bronx, has signed an exclusive contract for use of the place for filming the equine oprys. Six western features are to be made there during the coming year, according to Poll.

AIP Pledges No Sales

(*Continued from page* 1)

son, AIP president, and Samuel Z. Arkoff, vice-president, co-signers of the letter, announce they will increase the company's production slate from 22 in 1957 to between 30 and 36 features in 1958. They also re-affirm in the letter an all-year, "no closed season" policy of releasing under which AIP "has operated for the three years since its founding."

The Nicholson-Arkoff letter further expresses the "hope that all other producers also will give the exhibitor film service instead of lip service." It then states AIP "welcomes exhibitors into a more active partnership with the company," including an offer of "our facilities to exhibitors with good stories and interest in production."

Earlier Pledge Revised

An earlier AIP pledge regarding sale to television was revised upward from seven years after release to ten. In that connection Nicholson and Arkoff told the exhibitor leaders: "We are so devoted to the concept of motion pictures for theatrical exhibition, in fact, that we hasten to append 'if then' to our pledge not to sell to the one-eyed monster prior to 10 years after release."

Boston Cinema Club Elects Rathgeb President

Special to THE DAILY

The Cinema Club of Boston, bookers' organization, has elected the following officers: president, Joseph Rathgeb, M-G-M; first vice-president, Bill Romanoff, New England Theatres; second vice-president, Richard Owens, E. M. Loew Theatres; secretary, Cyril McGerigle, DCA; treasurer, Max Berlone, U.A.

Elected to the board of directors were McGerigle, Owens, Romanoff, Charles Wilson, AA; Charles Repec, M-G-M; John Glazier, Western Mass. Theatres; Bill Cuddy, Rank Films, and Hy Young, independent.

Subscriber List of Telemovies Decline

(*Continued from page* 1)

of "policy differences" in operation of the telemovie system. He did not elaborate on what the differences were.

Meanwhile, in addition to reports that the telemovie subscriber list has dropped recently, and that promotional activities have been curtailed, the announcement of the bookings for December indicated a lessening of producer-distributor interest in supplying product for the home TV system.

At its highest peak the list of subscribers to telemovies totaled 650 here, but that it is reported to have dropped to less than 500. The decrease is attributed to patrons moving to new locations and to dissatisfaction and disinterest on the part of others.

On the other hand, Kenneth Blackledge, division manager for Video, parent company of Vumore Company formed to conduct the telemovie project, asserts that the system will definitely be continued in operation. "There are a certain amount of ups and downs in any project," he pointed out, "and right now we are having the downs."

No Effect on Theatres

Asked about the effect of telemovies on the business of Video's four theatres here, Blackledge said there has been none. While grosses are less locally than last year, theatre attendance is not down any more on a percentage basis than in theatres operating elsewhere in the state, he added.

"As far as Video's local business is concerned, telemovies mean plus sales," the division head declared. Blackledge declined to comment, however, on the operational cost of the home system and whether or not it is making a profit. He said it is not possible at this early stage to determine definitely whether or not "telemovies are feasible."

Local citizens questioned about their reaction to telemovies seemed to support it and many expressed a desire for the experiment to succeed. Several subscribers said they liked the service and would continue it indefinitely. Ex-subscribers attributed their cancellations to poor programs, "mechanical trouble" and to the cost ($9.50 per month). Several new subscribers questioned stated they like the service and will try it for at least a couple of months.

Telemovie officials stopped an all-out advertising campaign about the middle of November and apparently are not making a further direct drive to build up their subscriber lists. A concerted selling drive "through the mails" and a house-to-house effort to sell the system also have apparently bogged down.

Five Crews Reduced to One

Only one connection team is now being used for the system. At one time, during October, five crews were kept busy 14 hours a day connecting the service for new subscribers.

December bookings for the Telemovie project here, indicate a weakening in film company support. On the best program channel three dates are filled with short subjects and some of the features are second grade releases.

A sampling of 15 subscribers that were contacted do not like the ch in fare and indicated they would continue the service after Jan. 1. two of the 15 said they would until examining the January film before cancelling.

December programs include ' Pride and the Passion," "The Stranger," "Hunchback of N Dame," "Battle Hell," "Joker Is W "Rodan," "Devil's Hairpin," "Ta and the Bachelor," and "Tin Star

The secondary channel prog include, "Abbott and Costello the Keystone Cops," "African L "Three Ring Circus," "Kansas ic," "Riding Shotgun," "Little Lost," "Jungle Gents," "Da "Rose Bowl Story," "Naked Jun "Toy Tiger," "Jubal," "McCo Story," "Rear Window," "Fort Os and "Young at Heart."

Shorts Included

The bookings on two of the posite programs included such subjects as "Asphalt Playground," rivederci Roma," "Roundup Rhythm," "Operation Coldfeet," " nium Fever," "Speedy Gonzales" "Circus on Ice." Another pro included these short subjects, " in Portugal," "Midget Muscle M "Time Out of War," "Mo Shines," "Fish Are Where You Them," and "A Star Is Bored."

Kayser Shares Sold To RKO Theatres

Gera Corporation, a textile subsidiary of the List Industries Corporation, has reported the sale of all of its 96,671 shares of Julius Kayser & Co., hosiery and lingerie manufacturer, to RKO Theatres, Inc., another List subsidiary. A spokesman for List described the sale as "an inter-company transaction."

The report attracted considerable attention in financial circles, inasmuch as Gera had acquired the Kayser stock only on Aug. 20, and had sold it only three days after List Industries had bought 137,600 shares of its own stock from a resigning director and his associates.

The board of directors of Gera Corporation has also declared a dividend of $1.50 per share on its $6 voting preferred stock, covering the period Oct. 1, 1957, to and including Dec. 31, 1957.

CONGRATULATION

AND A SALUTE TO THE COMPANIES WHICH ARE KEEPING THE INDUSTRY ALIVE!

- for assuming industry leadership in difficult times
- for dedication to the needs of exhibitors and to the live your own employees . . .
- for not engaging in ruthless, needless and inhuman c paigns of mass firings . . .
- for not acting with the prophets of gloom and doom would lead the industry to suicide . . .
- for not surrendering to panic psychology and frighte thinking . . .

LET US THANK YOU FOR HAVING THE VISI TO LOOK FORWARD TO A GREATER MOTI PICTURE INDUSTRY THAN EVER BEFORE!

LET US JOIN YOU IN MOVING FORWA TOGETHER WITH FULL PRODUCTION, WITH EX RIENCED SHOWMANSHIP, WITH CONFIDENCE YOUR LEADERSHIP!

SCREEN PUBLICISTS GUILD, District 65, RWDSU, AFL-

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 82, NO. 117 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 18, 1957 TEN CENTS

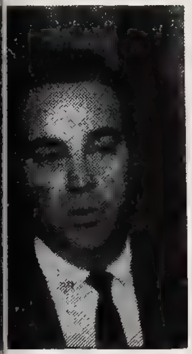
A Playhouse'

9-Week Series et as First A-TV Project

en Ready for Market Fall of Next Year

By WARREN HARRIS

Jnited Artists Playhouse," an an- gy of half-hour programs pro- d by independent theatrical film companies releasing through United Artists Corp., will be the first project of the newly formed United Artists Television, Inc.



ruce G. Eells

At a press conference held here yesterday in the UA board room, Bruce G. Eells, vice - president harge of UA-TV's film syndication production program, said that s long-established role as "a cata- agent for fine talents" would be nded to television film production; irmed financial news ticket re- Association committee, are now

(*Continued on page* 3)

lied Artists Backlog to Sixteen Films

llied Artists has a backlog of 16 s with five more in production and scheduled to start in January, company announced yesterday.

ive of the completed pictures are inemaScope and color by DeLuxe. y are: "Bullwhipped," "Oregon age," "Cole Younger, Gunfighter," antrill's Raiders," and "The Man n God's Country."

elevision Today Page 3

Expect State Action On Industry Bills

From THE DAILY Bureau

WASHINGTON, Dec. 17 – Seventeen state legislatures will meet in 1958 and industry officials expect considerable activity in the areas of censorship, local admissions and sales taxes and anti-checking.

In addition, it is expected that quite a few legislatures will attempt bills which would put a withholding tax on the income of non-residents and bills which would increase the local minimum wage and unemployment compensation rate. "Everyone is revenue hungry," according to one industry official.

No state has as yet specifically indicated it would come up with any

(*Continued on page* 3)

Repub. Talking Sale of Post-'48 Films to TV

Negotiations for the sale of Republic's post-1948 film library are in progress here with Earl R. Collins, in charge of television sales for the company, in New York from the Coast for meetings with various interested bidders.

A report that a deal for the Republic package of several hundred fea-

(*Continued on page* 3)

Budget Raised to $65,000,000

Fox Increases Slate From 60 to 65 Films

Skouras Voices His Determination To 'Reverse the Downward Trend'

By WILLIAM R. WEAVER

HOLLYWOOD, Dec. 17–The answer of 20th Century-Fox to forecasters of doom was voiced today in a joint statement by president Spyros P. Skouras and executive producer Buddy Adler, disclosing that the company, in consequence of weekend conferences between New York and studio executives, will increase its announced schedule of 60 pictures to 65, and its over-all production budget from $60,000,000 to $65,000,000.

In an address to the annual dinner

(*Continued on page* 3)

'Oscar' Award Telecast Plans Get Underway

Plans for making the Academy Awards telecast one of the most important elements of the business-building campaign are already under way even though "Oscar Night" will not take place until March 26.

Roger Lewis and Jerry Pickman, co-chairmen of a special Motion Picture Association committee, are now hard at work with the aim of building up the television audience from an estimated 56,000,000 this year to 70 to 75,000,000 next year. As the show will

(*Continued on page* 3)

'Kwai' Benefit Premiere Due at Palace Tonight

Industy leaders, diplomatic representatives from Washington and a group of society leaders will attend the benefit premiere of Columbia's "The Bridge on the River Kwai" at the Palace Theatre tonight.

Proceeds will be divided among the Adoption Committee for Aid to Dis-

(*Continued on page* 2)

Salvation Army Hails DeMille for Devotion to Religious Principles

Cecil B. DeMille was introduced to the annual meeting of the Salvation Army Association here yesterday by Richard C. Patterson, Jr., representing Mayor Wagner as a man "who has brought the word of God to more people than any other person."

Cecil B. DeMille

The reference was to DeMille's "The Ten Commandments," and was made in connection with the presentation to the veteran producer of the Salvation Army's annual citation. DeMille was selected to receive the award "for his

(*Continued on page* 2)

No Post-'48 Sales to TV Before '60: Balaban

Paramount has no plans to sell its post-1948 features at this time, and Barney Balaban, president, doubts that any of the other companies will sell their post-1948 films for at least two or three years, the "Wall Street Journal" reported yesterday.

The story also said that Balaban confirmed financial news ticker reports of last week that exhibitors (unidentified) have displayed interest in

(*Continued on page* 3)

Columbia Reports Loss Of $425,000 in Quarter

Columbia Pictures yesterday reported a net loss of $425,000 after taxes for the quarter ended Sept. 28, 1957. This compares with a net profit after taxes of $843,000 for the same quarter last year.

The company's board of directors at its meeting yesterday declared a stock

(*Continued on page* 3)

Berenson Heads Gulf Allied Seventh Time

Special to THE DAILY

NEW ORLEANS, Dec. 17–Allied Theatre Owners of Gulf States, Inc. at a recent meeting here reelected Abe Berenson president for the coming year. Berenson was also reelected national director, which office he has

(*Continued on page* 2)

PERSONAL MENTION

CHARLES EINFELD, 20th Century-Fox vice-president, has returned to New York from Hollywood.

•

W. H. JAMIESON, J. Arthur Rank public relations director for Latin America, will leave New York today for London via B.O.A.C.

•

ROGER H. LEWIS, United Artists national director of advertising-publicity, has arrived in Hollywood from New York.

•

HUGH OWEN, vice-president of Paramount Film Distributing Corp., has been married to JOAN DOLORES CARPENTER of Harrison, N. Y. The ceremony took place at the Stamford home of GEORGE WELTNER, Paramount Pictures vice-president.

•

WILLIAM J. HEINEMAN, United Artists vice-president in charge of domestic distribution, is in Havana on a brief vacation.

Silverman's Comment Blasted by Fairbanks

Special to THE DAILY

CHICAGO, Dec. 17.—Verbal reaction to Edwin Silverman's comment that "all major Hollywood studios with the possible exception of one will close within the next six months," is taking shape in the equally drastic comment of the opposition.

Douglas Fairbanks, Jr., who arrived here today to speak before the Council of Foreign Relations, said "it is difficult to believe that anyone on the Chicago movie scene would believe the industry is in peril," when questioned on Silverman's comment. He said in his opinion the "hysterical comment is not based on facts and figures, and if it is based on probability of recession, it could also be predicted that railroads would have no more trains." Fairbanks added that "current doldrums" are the result of the industry suffering from "industrial Asian flu or growing pains."

Postpone Goldwyn Trial

SAN FRANCISCO, Dec. 17 — Samuel Goldwyn's anti-trust suit against National Theatres and others, today was postponed until Jan. 6 to permit Federal Judge Edward P. Murphy to complete pre-trial hearings in the Embassy Theatre monopoly suit against the same defendants.

COMMEMORATING the 25th anniversary of Radio City Music Hall, which will be on Dec. 27, Mayor Robert F. Wagner yesterday presented to Russell V. Downing (right), president of the theatre, a citation from the New York Convention and Visitors Bureau. The ceremonies were held in the mayor's office at city hall with the bureau represented by Royal W. Ryan (center), executive vice-president. The citation, noting that the Music Hall has played to more than 162,000,000 persons, lauded the showplace "for a quarter of a century's distinguished service in bringing the finest entertainment to people from all nations."

'Kwai' Benefit

(*Continued from page 1*)

placed Persons, Musicians Emergency Fund, National Association for Retarded Children and the North Shore Community Hospital. Mrs. Leland Hayward is chairman of the committees in change of the benefit with Lady Caccia, wife of the British Ambassador; Mrs. Gilbert Miller, Marlene Dietrich, Mrs. Lytel Hull and Mrs. William S. Paley as co-chairmen.

Film industry personalities will include: Leonard Goldenson, Si Fabian, Tyrone Power, Sidney Cohen, Matty Fox, William Fitelson, Bert Mayers, Monroe Greenthal, David Stillman, Milton Rackmil, Donald Stralem, Joseph Vogel, William Heineman, Max Youngstein, Arthur Krim, Robert Benjamin, Ned E. Depinet, Eric Johnston, Barney Balaban, William J. German, Serge Semenenko, Spyros P. Skouras, and Sal Mineo.

Berenson Heads

(*Continued from page 1*)

held since the establishment of the organization 11 years ago. He has been president for six consecutive terms.

Other officers reelected were F. G. Prat, Jr., vice-president; Ed Ortte, treasurer; and E. R. Sellers, secretary. Election of 18 directors was also held.

Salvation Army Hails

(*Continued from page 1*)

lifelong devotion to religious principles, for the gift of his inventive genius and master craftsmanship for the benefit and education of others, and for giving dramatic interpretation to and creating renewed interest in the great truths of the Bible."

In accepting the citation, DeMille paid tribute to the work of the Salvation Army in aiding the poor and unfortunate, and remarked on the selection of an "entertainer" to receive the honor as one that "a generation or two ago would have been thought strange."

"But now," DeMille said, "we know that in reality there is no such thing as mere entertainment, that every American motion picture speaks for America to the world. Consequently, Hollywood has a great responsibility to make our pictures positive carriers of the ideals for which America stands."

More than 1,000 persons were present in the grand ballroom of the Waldorf-Astoria Hotel at the midday luncheon meeting yesterday to witness the presentation.

U.A. Party Friday

United Artists Corp.'s annual Christmas party will be held Friday afternoon in the grand ballroom of the Hotel Roosevelt here.

Will Rogers Hospital Holds Holiday Party

Special to THE DAILY

SARANAC LAKE, N. Y., Dec. 17. Patients at the amusement industr own Will Rogers Memorial Hospit here were entertained with a holid variety show today as part of th Christmas party which has been annual feature at the hospital for th past four years.

The show was under the guidan of Margie Coate, national director relief services of the American Gui of Variety Artists. Participating in th program were Dan Healy, emce Helen Kane; "Pig Meat" Markham ar his comedy company; Paul Duke, m gician; Sally Winthrop, vocalist; Tucker, comedy violinist; Jean Bea vais, lyric soprano; The Cerneys, bal room dance team; Manny Sputzel, p ano, and Terry Gurin, drums. All the performers contributed their ta ents for the show for the benefit of i dustry members by arrangement wi AGVA and their Guilds.

Premiere of 'Old Yelle Helps March of Dimes

Many prominent show world fi ures attended the premiere benefit Walt Disney's "Old Yeller" at th Trans-Lux 52nd St. Theatre last nigh This was a single performance for th March of Dimes. The official openi will be at the same theatre Christm Day.

Among those present were: Jo Crawford, Tony Randall, Abbe Lan Xavier Cugat, Madelyn Darrow, Cha lotte Sheffield, the McGuire sister Tex and Jinx McCrary, Franc Nuyen, April Olrich, Brandon Wilde, Julius LaRosa, Greta Thysse Red Buttons and Jane Morgan. Th receipts totalled $5,000.

John Maxwell To Gen. Precision Board

John C. Maxwell, partner Tucker, Anthony & R. L. Day, mem bers of the New York Stock E change, has been elected to the boar of directors of General Precisio Equipment Corp. Announcement the election was made by Herman G. Place, chairman of the board an president of GPE.

MPA Meet Postponed

The breakfast meeting of directo of the Motion Picture Association America, originally scheduled to b held this morning, has been pos poned until 8:30 A.M. tomorrow the Mahogany Room of the Harvar Club. The board will hold furthe discussions of the industry's institu tional campaign.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

9-Week Series

(*Continued from page* 1)

other words, UA will provide the nancing and leave the majority of eative and production responsibili- es up to independent companies. nce production is completed the pro- ams will be sold on a national, re- onal and local basis by a UA sales rce similar to but separate from A's theatrical sales department.

At present, there are approximately independent theatrical film produc- s releasing through UA, all on a non- clusive basis. Whether or not all of em will produce TV films for UA ells does not know as yet. He said, wever, that the three or four pro- icers he had approached on the mat- so far had been very receptive.

Ready Next Autumn

The "United Artists Playhouse" pro- am will be made up of 39 films and expected to be ready for marketing fall of next year, "although it uld be completed as early as April," ells said. In the interests of quality, many as 49 films may be shot in der to select the best 39 of the lot. wo-thirds of the scripts already sub- itted for the series, Eells said, have ery indication that they could de- lop into "very good series" on their vn.

In the marketing of the first pro- am, and in succeeding endeavors, ells said the biggest share of profits ould come from regional and local ndication.

Asked if UA-TV planned to use A's theatrical film salesmen to mar- t the TV series in their respective rritories, Eells said he didn't think "Selling to TV is a lot different om selling to theatres," he pointed t. Eells estimated that UA-TV ould need from 45 to 55 men in the ld to operate efficiently.

Long Planned, Says Youngstein

Max E. Youngstein, UA vice-presi- nt, who introduced Eells to the ess at the conference, said that the mpany's new television division had en in the planning stages "for at ist three years." "We've been wait- for the right time and the right ople to come along, and I think ve finally succeeded," he added.

ndustry Bills

(*Continued from page* 1)

these bills—with the exception of aryland. There, the state censor has eady announced he would like pas- ge of a bill to bar anyone under age of 16 from seeing any pic- re restricted by the censor.

Colorado and Massachusetts will nvene on January 1 and Louis- na, the last legislature to start its 58 session will meet in May. The other legislatures meeting next ar are those in Kentucky, Missis- ppi, Rhode Island, Michigan, New rk, Virginia, West Virginia, Ari- na, Georgia, Kansas, New Jersey, uth Carolina, Maryland, and Cali- rnia.

One Man's TViews

By Pinky Herman

USTINOV'S "Samuel Johnson" portrayal on last week's "Omnibus" should NBCop him the Emmy Award. . . . Record Librarians will do themselves a favor by adding to their shelves Billy Nalle's new Victor album of "Swinging Pipe Organ" which is a honey. . . . Producer Walt Framer's oldest daughter, Jill will be married Saturday at the Plaza Hotel to Irwin Cohen. . . . Terry Doyle, just signed for the juve lead in the forthcoming Broadway play, "Cloud Seven," is the son of radiolite Len Doyle. . . . We predict a bright future for the young comic, Jack de Leon, who guest-ablished his talents and personality via his extremely hilarious routine Monday on Jack Paar's "Tonight" TV'er. . . . Howard Merrill, who with Allen Sherman, is co-creator of the Goodson-Todman top-ranking "I've Got A Secret" quizzer, has been signed to produce the forthcoming Broadway production "Oh Captain," (formerly "Captain's Paradise,") which co-stars Abbey Lane and Tony Randall and skedded for New York opening Feb. 4. . . . Frank Cooper's new audience-participation quiz package which succeeds "CBStrike It Rich" Jan. 6 will be called "Dotto" instead of "Dollar Dotto." (dollar diplomacy?) . . . The young Indian singer, Kuldip Singh, who first came to national attention TVia Groucho Marx' "You Bet Your Life" show in Sept. 1956 when he was a medical student in California, will be seen in the role of "Abou Ali" in Screen Gems' "Son of Aladdin," of the Shirley Temple Storybook series which will be NBChanneled Sunday, Jan. 12 (8:00 P.M. EST.).

☆ ☆ ☆

ABC, starting right after the New Year, will reshuffle its TV sked. On Jan. 1, "Betty White Show" debuts in the Wednesnite slot replacing "Walter Winchell File," which moves to Friday, which in turn replaces "Patrice Munsel Show" which moves into the Friday night at 9:30 niche which directly follows the "Frank Sinatra-la-la." . . . Scripter Lew Lipton, with many fine Hollywood screen credits, is currently in New York and has just completed a new Broadway musical comedy, "Bag & Baggage." . . . The signing for extended indefinite sponsorship by Mogen David Wines and Helene Curtis should squelch rumors that have Sheldon Reynolds' British-filmed series "Dick & The Duchess" fading from the CBScene.

Republic Talks Sale

(*Continued from page* 1)

tures and serials was near to consummation with NBC-TV could not be confirmed, and Collins could not be reached for comment on the report last night. It was said that the terms called for a $5,000,000 initial payment to Republic and a percentage of earnings over a period of years under which Republic might realize a total of $16,000,000.

NBC-TV spokesmen confirmed that talks had been held with Republic but denied that a deal had been consummated.

Columbia Reports Loss

(*Continued from page* 1)

dividend of 2½ per cent on its outstanding common stock and voting trust certificates of common stock payable on Jan. 30, 1958, to stockholders of record as at Dec. 30, 1957, but deemed it advisable in view of present business conditions to omit the payment of a cash dividend.

The board also declared the regular quarterly dividend of $1.06¼ on the $4.25 cumulative preferred stock payable Feb. 14, 1958, to stockholders of record as at Jan. 31, 1958.

Ann Gillis Dies; NBC Radio, TV Producer

Ann Gillis, radio and television producer for the National Broadcasting Company, died Monday in her home here after a long illness. Her age was 44. She was the wife of William J. Slocum, writer of the The New York Mirror column "Bill Slocum Everywhere." A daughter also survives.

Miss Gillis, who used her maiden name professionally, supervised President Franklin D. Roosevelt's radio "Fireside Chats." She also had an important part in supervising the television appearances of Queen Elizabeth II of Great Britain during the Queen's visit to the United States and Canada this fall. She had been at work on a special news program to be aimed at children when she became ill.

'Hunchback' Big Grosser

Allied Artists' "The Hunchback of Notre Dame" grossed $352,000 in seven days ending yesterday in 83 theatres of the metropolitan New York area, according to Morey R. Goldstein, vice-president and general sales manager.

Fox Slate Up: 60 to 65 Films

(*Continued from page* 1)

of executives last night Skouras said:

"It is my honest opinion that the eyes of the whole industry are focused on us at this time of tension. We must reverse the downward trend, and we shall. Regardless of competition from free entertainment media, or difficulties resulting from economic and social conditions in general, really fine entertainment in the form of motion picture plays always has and always will draw huge audiences to the theatre. We have irrefutable proof of this in the business that 'Peyton Place' is doing despite crippling strikes and the usual pre-Christmas slump."

Adler seconded Skouras' faith in the policy of courage and optimism based on careful preparation and cooperation of creative talent and in eliminating wastage of time and error.

Skouras will return to New York on Thursday.

Balaban Sees No Sales

(*Continued from page* 1)

negotiating for the Paramount backlog of pre-1948 features to keep them away from television.

There are approximately 750 features in Paramount's pre-1948 library, valued by the company at around $40,000,000.

The story also reported that Paul Raibourn, Paramount vice-president, had confirmed another financial ticker report of last week to the effect that a deal may be pending with the government involving the Paramount subsidiary Autometric Corp. The subsidiary is developing "methods" which have to do with "all-weather reconnaisance," the news report said. The two financial ticker reports accompanied a rise of more than three points in Paramount stock last week.

Balaban also was reported as indicating that Paramount's net from 1957 operations would be upwards of $2.31 a share, with the final quarter expected to top the like 1956 period.

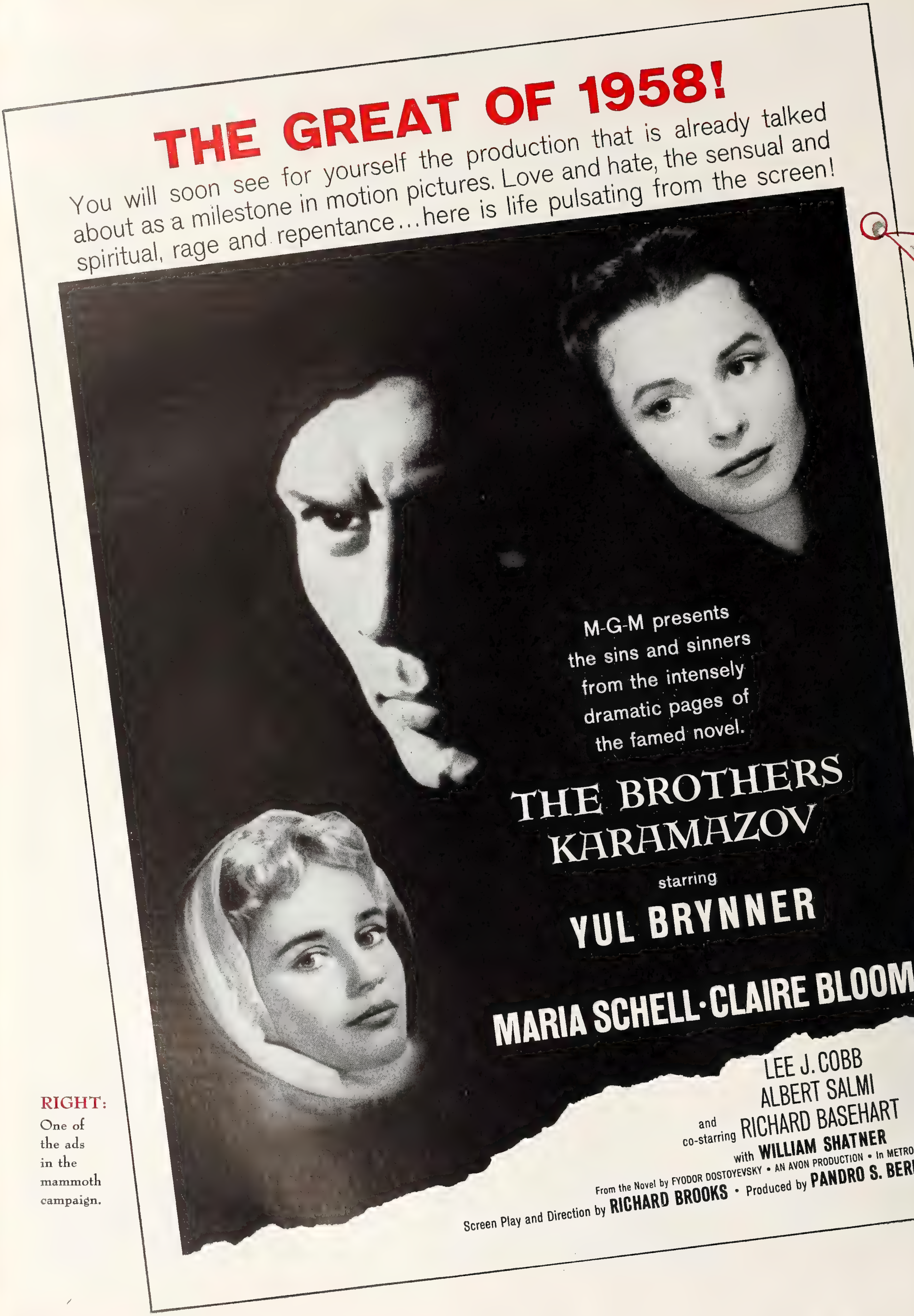
Oscar Awards TV

(*Continued from page* 1)

be sponsored by the industry, there will be no commercials.

A meeting was held Monday by the special committee recently named. It includes Ernie Emerling, Harry Mandel, Harry Goldberg, Charles E. McCarthy and Oscar Doob. A complete manual, with advertising heads all over the country contributing ideas, is being prepared. There also will be a special trailer and lobby posters.

The plan has been endorsed by Theatre Owners of America, national Allied, Loew's, RKO Theatres, Paramount, Stanley Warner and others. Local committee and plans must be set by Feb. 1 so they can function as soon as the Academy nominations are announced.



THE GREAT OF 1958!

You will soon see for yourself the production that is already talked about as a milestone in motion pictures. Love and hate, the sensual and spiritual, rage and repentance...here is life pulsating from the screen!

M-G-M presents the sins and sinners from the intensely dramatic pages of the famed novel.

THE BROTHERS KARAMAZOV

starring

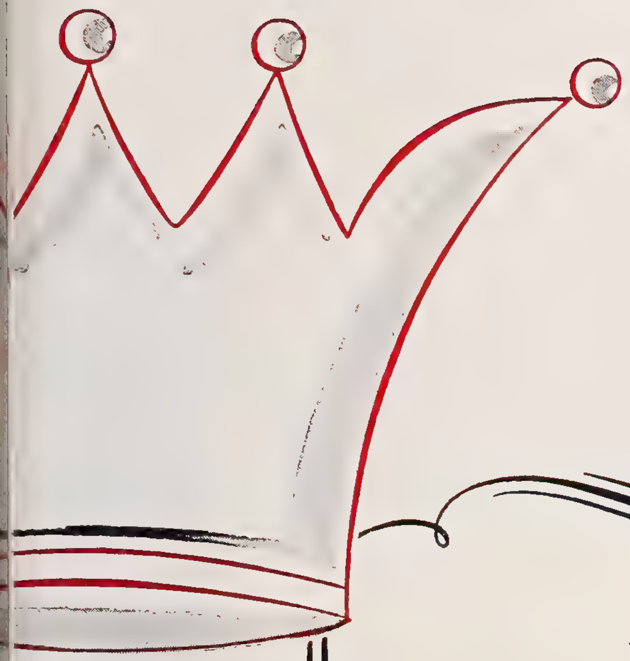
YUL BRYNNER

MARIA SCHELL · CLAIRE BLOOM

LEE J. COBB
ALBERT SALMI
and co-starring RICHARD BASEHART
with **WILLIAM SHATNER**

From the Novel by FYODOR DOSTOYEVSKY • AN AVON PRODUCTION • In METROCOLOR
Screen Play and Direction by **RICHARD BROOKS** • Produced by **PANDRO S. BERMAN**

RIGHT: One of the ads in the mammoth campaign.



HAIL KING "KARAMAZOV"

Film Research Surveys reports one of the highest ratings of all time at first theatre Preview in New York, confirming every forecast of its greatness from Coast Previews. The famed novel has now become a memorable motion picture.

M-G-M HAS WHAT IT TAKES FOR THAT INDUSTRY SLOGAN: "Get More Out Of Life . . . Go Out To A Movie"

DAVID O. SELZNICK'S "A FAREWELL T

MORE than 5,000 persons—an audience comprised of exhibitors, film company executives, press representatives and entertainment world celebrities—jammed their way into the Roxy yesterday to view the invitational press preview of David O. Selznick's multi-million dollar "A Farewell to Arms." The CinemaScope-De Luxe color picturization of the Ernest Hemingway classic novel of love and war is being released by 20th Century-Fox. Following its gala world premiere at Grauman's Chinese Theatre in Hollywood tomorrow evening, the attraction will be presented in simultaneous roadshow engagements in eight theatres in the Los Angeles area and in more than thirty theatres throughout California. On Monday, at the Village Theatre, Westwood, David O. Selznick personally hosted a screening of his production before an audience of more than 2,500. "AFTA" was in production for more than half a year in Italy, France and Switzerland, under the direction of Charles Vidor. Box-office names like Rock Hudson, Jennifer Jones and Vittorio De Sica and the tremendous appeal to the female audience—as evidenced by the vast turnout at the Roxy of thousands of women —insure "A Farewell to Arms" of taking its place among the boxoffice giants in motion picture history.

Exhibitors, press, film executives and their guests—among them, thousands of wom
—attended the showing of "A Farewell to Arms" at the Roxy. Latecomers fou
themselves trudging to the balcony for seats and the attraction's souvenir progr
was eagerly taken up by the vast audience. "AFTA" marks producer Selznic
return to the screen after an absence of more than eight years.

David O. Selznick (left), producer of "A Farewell to Arms," meets theatremen in the lobby of the Village Theatre, Westwood, California, prior to the West Coast showing of his production. With Selznick are (l to r): M. Spence Leve, Southern California Division Manager for Fox West Coast Theatres; Harold Wyatt, district manager for Long Beach; Fred Glass, Los Angeles city district manager, and Roy Evans, Los Angeles first run district manager.

Among the many top film men at the "AFTA" showing were (l to
James Velde, United Artists' General Sales Manager; Salah Hassenei
of Skouras Theatres, and George J. Schaefer. Large crowds lined
outside the theatre before 9:00 A.M. and by the time the doors open
at 9:15, several hundred persons were waiting outside the Roxy for t
showing of "AFTA." Demand for seats was so great the supply w
exhausted three days before the showing.

Martin Moskowitz (right), 20th-Fox Eastern Division Manager, chats with Leopold Friedman, president of Loew's Theatres. Representatives of all major motion picture companies and theatre circuits attended the showing of "AFTA."

Among the many celebrities at the "AFTA" showing was lovely Broa
way and screen actress Tina Louise. Flanking the charming redhea
are film men Manny Frisch, Randforce Circuit (left) and Bob Shapir
managing director of the Paramount Theatre.

RMS" HAILED ON EAST AND WEST COASTS!

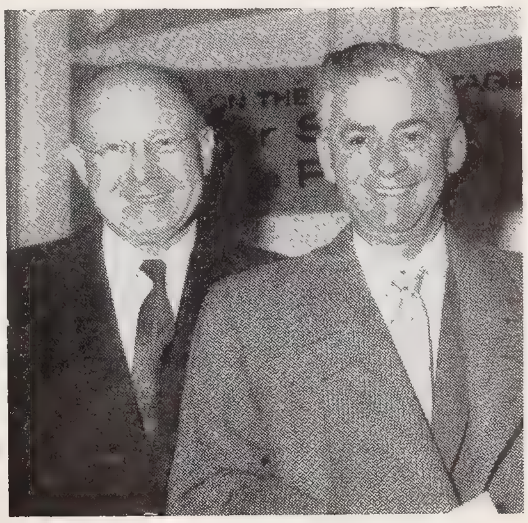
arles Einfeld, 20-Fox vice-president (left) greets noted author Ben Hecht, apter of the Hemingway novel to the screen. Einfeld attended both the West d East coast showings of "AFTA." Hecht is currently preparing the screeny for producer Selznick's next 20th-Fox release, F. Scott Fitzgerald's "Tenr Is the Night."

Elaine Stritch (right), one of the top supporting players in "AFTA" talks with Ernest Emerling, Loew's Theatres advertising and publicity director. Elaine appears along with Mercedes McCambridge, Alberto Sordi, Oscar Homolka and Kurt Kasznar.

w England theatre executives Marty Mullen (left) and Jerry Govan ght) are shown with 20th Century-Fox Central-Canadian Division nager C. Glenn Norris. Just prior to the showing of "AFTA" the love me from Mario Nascimbene's magnificent score was played for the dience.

"AFTA" attracted many motion picture showmen. Those shown here are (left to right): Frank McCarthy, Universal-International Assistant General Sales Manager; Robert Sherman; Eugene Picker, vice-president, Loew's Theatres; Abe Dickstein, 20th-Fox Atlantic District manager; and Al Schwalberg.

ending the "AFTA" invitational screen- are top exhibitor Walter Reade and wife. Invitations to the showing specifily asked that wives of the guests attend cause of the film's tremendous emotional pact.



RKO Theatres President Sol Schwartz (right) and Harry Mandel, newly appointed RKO executive assistant for theatre operations, arrive for the "AFTA" festivities. For the picture's battle scenes, more than 10,000 Italian army reservists were used.

Abe Montague, Columbia Pictures' vice-president in charge of distribution, meets with Robert C. Rothafel, Roxy Theatre Managing Director. The enthusiastic reactions to "A Farewell to Arms" presage a brilliant future for the Selznick production.

AMERICAN SOCIETY OF COMPOSERS AUTHORS PUBLISHERS
AS
OF
CAP

Season's Greetings ★ American Society of Composers, Authors and Publishers

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 82, NO. 118 NEW YORK, U.S.A., THURSDAY, DECEMBER 19, 1957 TEN CENTS

exas Compo

sk Johnston Authorize' V Clearance

roup Embarks on Drive Combat Claims of TV

Special to THE DAILY

DALLAS, Dec. 18 — Members of Texas Council of Motion Picture ganizations are up in arms over advertising claims of television tions that they are showing first- and new motion pictures. A let- has been sent to Eric Johnston, esident of the Motion Picture As- iation, asking him to authorize the it to state that no film being shown

(*Continued on page* 6)

dia Is Double Winner t Frisco Int'l Festival

Special to THE DAILY

SAN FRANCISCO, Dec. 18 — olden Gate Award" winners in four egories of moving picture making re announced today as the climax the San Francisco International m Festival.

India's victory was two-fold as ather Panchali" a grimly poignant

(*Continued on page* 6)

everal WB Sales xecutives Promoted

A number of executive promotions the Warner Bros. sales depart- nt, effective Monday, December , were announced yesterday by arles Boasberg, the company's gen- l sales manager.

Jules Lapidus has been appointed sistant general sales manager. He

(*Continued on page* 6)

Television Today Page 4

Balaban Denies Report of Para. Executive Changes

A published report yesterday (not in Motion Picture Daily) of an alleged realignment of Paramount Pictures executives in the making, brought a vigorous denial and denunciation as "irresponsible" from Barney Balaban, president.

Asserting that the publication of such reports adds "to the already heavy burdens existing in the industry," Balaban said: "Let's try to stop irresponsible rumors instead of spreading them. There is every reason for optimism for the New Year if hard work and initiative are added to a realistic attitude toward present world business levels."

Harrison Urges End To 'Troubles' Talk

Alec Harrison, general sales manager for 20th Century-Fox and national chairman for the Brotherhood Week drive, digressed from his discussion of the coming Brotherhood campaign at the luncheon here yesterday to talk of the film industry.

"This is not a dying business," he said seriously. "We can defeat the competition and we can do our best to maintain a film supply for exhibitors. This is a business of enthusiasm.

"Our company is spending more for next year than we ever did before. Let's stop talking about our troubles in public."

A few minutes earlier, talking to a

(*Continued on page* 6)

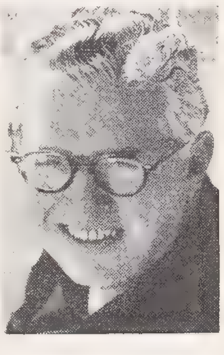
REVIEW:

A Farewell to Arms

Selznick—20th-Fox—CinemaScope

WITH Ernest Hemingway's world-famed novel of a romance between an English nurse and an American soldier in Italy in World War I as his source, David O. Selznick has made as his first picture in nine years one of the most lavishly produced love stories in film history. And thanks to the acting of its stars, Rock Hudson and Jennifer Jones, it carries a strong emotional appeal. This is the foremost selling point of "A Farewell to Arms"—Romance with a capital R, served up in the grand manner, with both passion and sentiment, by two major box office personalities who are experts at the art.

No one needs to be reminded that Selznick is a master craftsman; it is only necessary to say that his latest film is in the great tradition he has set. Every aspect of it reflects his careful and personal attention to detail. He hired the renowned Ben Hecht to do the screen play and Charles Vidor, another impressive talent, to direct. He went to the actual Italian locales of the story to film it, and the scenery—photographed in CinemaScope and color by DeLuxe—adds immeasurably to the picture's effect. In addition to Vittorio De Sica as co-star, he engaged a supporting cast of exceptional skill. Nothing, in short, seems to have been spared to bring the Hemingway novel faithfully to the screen.



David Selznick

This fidelity to the original classic—the name of which, incidentally, will be an important factor in attracting audiences to the film—extends to keeping a surprising amount of the book's dialogue intact. The admirers of an outstanding American novelist and Nobel prize winner will find nothing to carp about in that respect.

Love and war were the great themes of the original Hemingway

(*Continued on page* 4)

For 7-Year Use

100 RKO Films Some Post-'48, Sold to BBC

Biggest Sale to TV In Great Britain Yet

From THE DAILY Bureau

LONDON, Dec. 18.—The British Broadcasting Corp. announced today that it has purchased 100 films from RKO Radio ranging from pre-war to 1955 for use on television. Under the terms of the agreement the films would be televised over the next seven years.

This is the biggest film purchase for television use to date in Great Britain, and might open the floodgates for other distributors.

Announcement of the deal caused general surprise because of the opposition of the Cinematograph Exhibitors Association, which has just passed new resolutions on the subject. The British Producers Association executive coun-

(*Continued on page* 6)

Ordinances for Pay-TV Passed by L. A. Council

From THE DAILY Bureau

LOS ANGELES, Dec. 18. — The Los Angeles City Council today passed enabling ordinances implementing pay-television franchises to Skiatron, Inc., and Fox West Coast-Telemeter, by an eight-to six vote. Passage came after the council had voted down, by the same count, a motion to postpone action 90 days in compliance with request made by

(*Continued on page* 4)

M-G-M Decides Not to Finalize Feldman Deal

Following study of the proposal by which Charles K. Feldman, head of Famous Artists Agency, Hollywood, would become associated with the M-G-M studio, a decision has been made by the company not to finalize such an arrangement.

Earlier this month, Joseph R. Vo-

(*Continued on page* 6)

PERSONAL MENTION

LEOPOLD FRIEDMAN, president of Loew's Theatres, left New York yesterday for Kansas City and San Francisco.

•

EARL I. McCLINTOCK, member of the Paramount Pictures directorate, will return to New York from London today via B.O.A.C.

•

P. W. KAYSER, manager of the Westrex Corp. Mexican subsidiary, Westrex Company, Mexico, has arrived in New York from Mexico City.

•

WILLIAM M. LEVY, manager of distribution for Columbia Pictures International Corp., Ltd., will arrive in New York from London tomorrow via B.O.A.C.

•

SOL C. SIEGEL, producer, will return to the Coast today from New York.

•

MARCELLO GIROSI, producer associate of CARLO PONTI, has arrived in New York from the Coast en route to London.

•

SAM SPIEGEL, DAVID LEAN and SESSUE HAYAKAWA will return to the Coast today from New York.

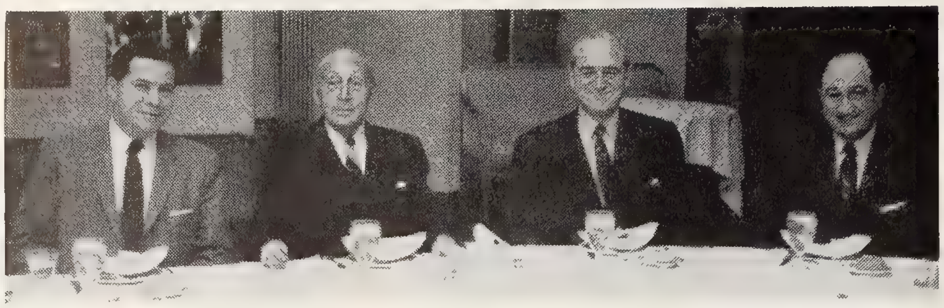
Selectivision Announces Toll TV Studio Start

Selectivision, Inc., said yesterday it will equip a toll television studio in the Elmwood Theatre or a nearby building in Elmhurst, Long Island, early next week. A "shortly after the first of the year" date has been set for the beginning of test telecasts to neighboring apartment houses, a spokesman reported.

No indication was given as to how the test signals would be carried to apartment dwellers. Selectivision plans to hold a trade showing of the system "in an actual apartment, instead of the usual hotel suite" once the first installation has been completed, the spokesman said.

'Raintree' Here Tonight

M-G-M's "Raintree County" will have its New York premiere here tonight at Loew's State Theatre, preliminary to the opening of its regular run tomorrow at the State and Plaza theatres. Numerous stars of stage, screen, radio and TV will attend the special showing tonight.



M. P. DAILY picture

AT THE HEAD of that long table of industry leaders who yesterday heard Alex Harrison accept his appointment as NCCJ industry chairman: Harrison, J. Robert Rubin, Ned E. Depinet, and Emanuel Frisch.

Allied Artists Holding 2-Day Chicago Session

Special to THE DAILY

CHICAGO, Dec. 18.—Allied Artists executives are due here tomorrow for the start of a two-day sales meeting of branch and district managers at the Blackstone Hotel. Morey R. Goldstein, vice-president and general sales manager, will be in charge.

Discussion will center on current releases and several important 1958 productions, including "The Hunchback of Notre Dame," "The Tall Stranger," "Macabre," "Dateline Tokyo," and "Bullwhipped."

Those attending will be: Edward Morey, vice-president; Roy M. Brewer, manager of branch operations; Arthur Greenblatt, home office sales executive; L. E. Goldhammer, Nat Nathanson, James Prichard and Harold Wirthwein, home office executives, and 31 branch managers.

'Arms' Hollywood Bow On Spectacular Scale

From THE DAILY Bureau

HOLLYWOOD, Dec. 19.—With grandstands on both sides of the entrance to Grauman's Chinese Theatre, and another across the street, David O. Selznick's "A Farewell to Arms" opened last night with considerable fanfare.

Selznick and his wife, Jennifer Jones; Rock Hudson and Vittorio De Sica, co-stars, and Charles Vidor, director, were prominent in the crowd. Spyros P. Skouras, 20th-Fox president, and Buddy Adler, executive head of production, attended with their wives.

Lipton Denies Report That He's Leaving U-I

From THE DAILY Bureau

HOLLYWOOD, Dec. 18 — David A. Lipton, vice-president of Universal-International in charge of advertising-publicity, today denied as totally untrue a published report (not in MOTION PICTURE DAILY) that he is resigning from U-I to take another post. Lipton said his present contract has a year to go and that he has no plans for leaving U-I.

Bronston, WB to Make 'John Paul Jones' Film

"John Paul Jones," a $3,500,000 production telling the story of the founding of the United States Navy, will be undertaken by Warner Bros. in cooperation with the Navy Department, it was announced yesterday at the New York Yacht Club at a luncheon attended by Navy officials and press representatives.

Samuel Bronston, who has worked on the project for long, will produce the Technirama-Technicolor film, and John Farrow will direct.

Bronston said full financing for the project has been obtained from private sources and shoooting will start in Scotland in late February, beginning a four months' schedule. A part of Bronston's proceeds from the film will be contributed to the fund for a new $8,000,0000 stadium for the Naval Academy at Annapolis, Md. He said the picture will run at least three hours.

Prefers an 'Unknown' for Role

Bronston said he has made no decision on an actor for the title role but preferred an unknown player. He said prominent personalities who have served in the U. S. Navy, Marines or Coast Guard will be invited to portray heroic seamen of the past in the film. Among those to be invited are Jack Dempsey, Gene Tunney, Tyrone Power, Henry Fonda, Gene Kelly, Robert Taylor, Robert Montgomery, Douglas Fairbanks, Jr., and Victor Mature.

Fleet Admiral Chester W. Nimitz is serving as consultant and advisor for the picture, and Rear Admiral J. L. Pratt, retired, will return to active duty as technical advisor for the production. Full-scale replicas of the "Bonhomme Richard," the ship John Paul Jones commanded, and the "Serapis," the British warship he defeated, are being built for the film. Farrow wrote the screen story.

Fox Party Tuesday

Twentieth Century-Fox's Christmas party will be held here next Tuesday at Tavern on the Green between 1:00 and 5:00 P.M.

NCCJ's Drive Plans Studied

By JAMES M. JERAULD

Plans for the 27th annual Brotherhood week campaign of the Nationa Conference of Christians and Jew were discussed yesterday at a luncheon in the Waldorf Astoria here b J. Robert Rubin, general chairma of the drive.

Alec Harrison, national chairma for 1958, said that if the receipts wer not $30,000 ahead of last year, whe the tally is made he will "hang hi head and walk out of the room."

"The motion picture industry through its participation in these campaigns," he said, "has created good will throughout the world. This is on of the most important public relation assets our industry has ever had."

Harrison urged that a study of pas campaigns be made and assessed t get the best results in 1958.

Picker Chairman

He caught Eugene Picker, who wa sitting near the head table, by surpris by appointing him as metropolita area chairman. Picker tried to tall himself out of the job and finally said "I resign."

"How can you resign before yo accept?" asked Harrison.

The upshot of the exchange wa that Picker's appointment stood.

Harrison said a careful study woul be made to find "dedicated" men fo the exchange area chairmanship across the country.

Brotherhood Week this year wil be observed from Feb. 16 throug Feb. 23.

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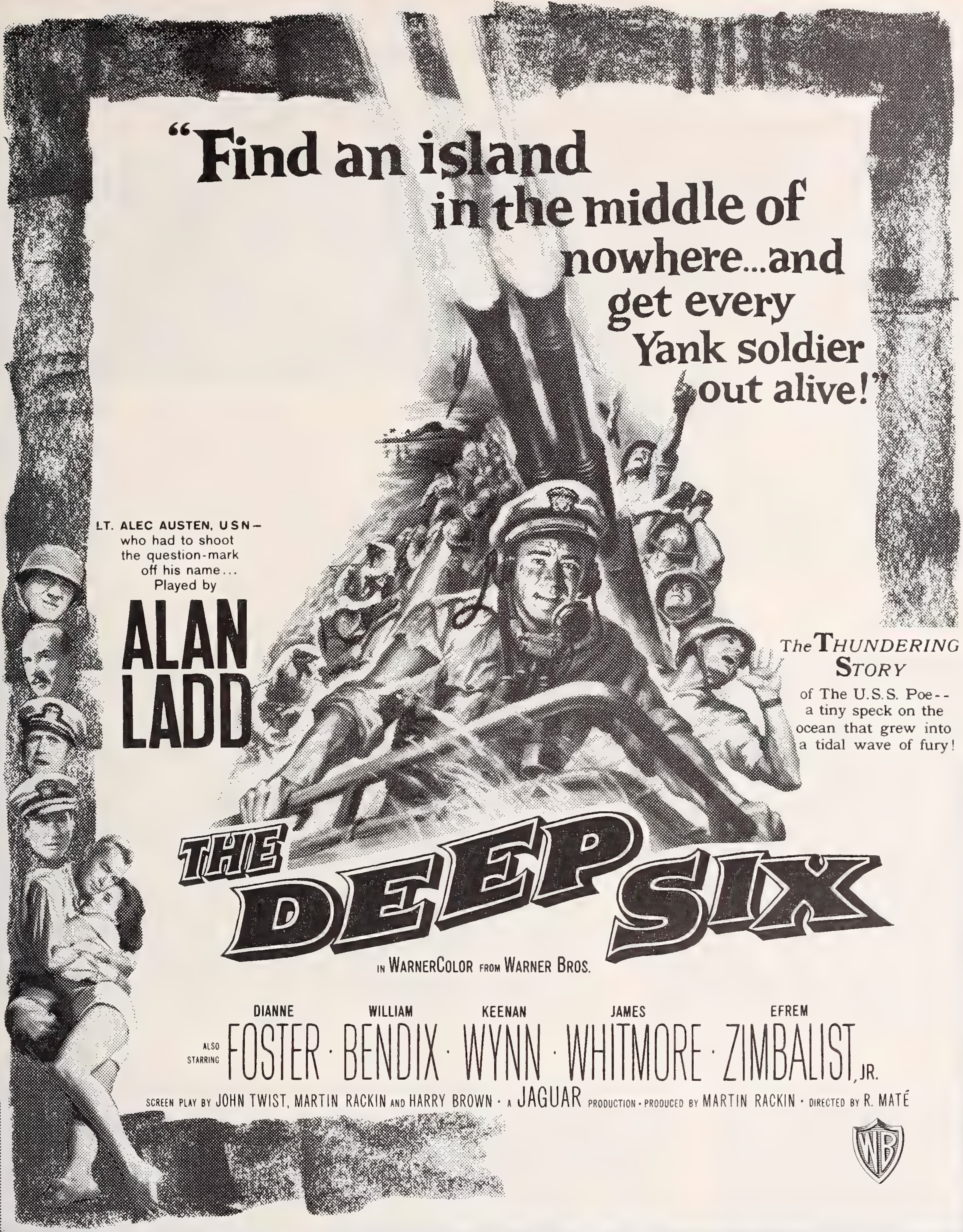
ONE OF A SERIES OF PRESSBOOK ADS.



"Find an island in the middle of nowhere...and get every Yank soldier out alive!"

LT. ALEC AUSTEN, USN—
who had to shoot
the question-mark
off his name...
Played by

ALAN LADD

The THUNDERING STORY
of The U.S.S. Poe--
a tiny speck on the
ocean that grew into
a tidal wave of fury!

THE DEEP SIX

IN WARNERCOLOR FROM WARNER BROS.

ALSO STARRING DIANNE FOSTER · WILLIAM BENDIX · KEENAN WYNN · JAMES WHITMORE · EFREM ZIMBALIST, JR.

SCREEN PLAY BY JOHN TWIST, MARTIN RACKIN AND HARRY BROWN · A JAGUAR PRODUCTION · PRODUCED BY MARTIN RACKIN · DIRECTED BY R. MATÉ

IT'S A BIG ONE! IT STARTS ON XMAS AND NEW YEAR'S!
IF YOU HAVEN'T SEEN IT CHECK **WARNERS** NOW!

Television Today

Los Angeles OK's Pay-TV

(*Continued from page* 1)

the Southern California Theatre Owners Association and other opponents. The last previous council vote favoring pay-television had counted 10 to two.

Today's count indicated the SCTOA protest, voiced by Julius P. Tuchler, had materially changed the council's over-all attitude toward the question.

Tuchler to Appeal

Following the unsuccessful attempt to postpone action 90 days, Tuchler told newsmen he will follow matter "to Washington, if necessary" to overthrow today's action by the council. The next step for SCTOA, he said, will be a board meeting to decide whether to proceed with the organization's threatened referendum action to upset the council's decision.

Tuchler said SCTOA has been offered access to 53,000 signers of a petition which, as previously reported, threw out the council's nationally publicized action giving up 300 acres in downtown Los Angeles to Walter O'Malley for the Brooklyn Dodgers use, and putting the matter on the ballot for consideration by voters at the next general election.

May Go on Election Ballot

Tuchler said it is entirely practicable to obtain signatures to a petition which would place the pay-television issue on the ballot at the same election.

The council consideration of the matter ran for two hours and 15 minutes.

Schulke Will Assist Para. TV Development

The appointment of James A. Schulke, talent and advertising agency executive, to assist in the development of Paramount Pictures' television activities was announced here yesterday by vice-president Paul Raibourn.

Schulke was recently affiliated with the James L. Saphier Agency and was New York representative for the Rosenberg-Coryell Agency. Previously, he was with Young and Rubicam as manager of the account planning for radio and television.

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Gross, Krasne Celebrate Fifth Year in Studio

From THE DAILY Bureau

HOLLYWOOD, Dec. 18. – Jack Gross and Phil Krasne, known formally as Gross-Krasne, Inc., are celebrating the fifth anniversary of their acquisition of the California Studios and the opening of their new executive offices, one block west of the studio.

When they took over the studio it had one tenant. Today facilities have been expanded to include 11 sound stages, with the 12th soon to start. Cutting rooms have been increased from 20 to 40. A new projection room is being constructed and nearby buildings are being razed to provide parking space.

Joseph Schenck Firm Filming 'Survival' Series

Special to THE DAILY

HOLLYWOOD, Dec. 18.—Joseph M. Schenck Enterprises, Inc., is at work on "Survival," a new half-hour television series which will deal with the activities of Americans and Canadians who work in the North American Air Defense Command.

A spokesman for the Schenck production unit said that the Department of Defense had "extended approval for portions of the series, which will involve locales and uniformed personnel of the United States."

WB Appointments

Jack L. Warner, president of Warner Bros. Pictures, Inc., has announced the appointment of Cedric Francis as administrative assistant to William T. Orr, WB TV executive producer, and the promotion of Hugh Benson to the post of executive assistant to Orr. Francis previously was head of Warner's short subjects department. Benson has served for the past year as Orr's associate on the TV executive staff.

Agency Promotes Clyne

C. Terence Clyne has been named senior vice-president of McCann-Erickson, Inc., by Marion Harper, Jr., president. Clyne will oversee the company's TV-Radio activities in 45 offices from the 50 Rockefeller Plaza headquarters of the agency. George Haight has been made vice-president in charge of TV-Radio at the home office here.

Set 'George' Series

Negotiations have been completed between GAC-TV and Screen Gems for production of a new half-hour comedy series titled "Dear George." Conceived by Harris Shavelson and Robert Morin, the show is based on Hannibal Coons' magazine stories.

A Farewell to Arms

(*Continued from page* 1)

story, and it is the latter which is given predominance in the scre version. War always remains in the background, however, and whe it is brought to the fore it is done so with striking impact.

There are two important battle episodes in the picture—one towa the beginning in which the Germans and Italians have a skirmish the mountains. This is staged swiftly and excitingly—and the sight the Italian troops climbing up the winding mountains, especially shown in long-shot, is stirring indeed.

But by far the superior of the two battles is the bitter retreat of th Italian troops which occurs toward the end of the film. Vidor has bui up the detail—the pitiful figures of women and children refugees, violent fight between two soldiers over who will ride in a truck, an a brutal death by firing squad—into an impressive sequence of staggerin power.

However good these moments are, however, it is the love scen which the audience—particularly the feminine contingent—will rememb and treasure. Such is true from the very first one at the start of th picture when the prim English nurse, Catherine Berkley, first succum to the advances of the young American who is a lieutenant in th Italian ambulance corps. Their rapid falling in love has considerab conviction, and scene after scene from that point on reinforces audien emotional participation.

There is, for instance, the poignance of a first goodbye, said in th middle of a heedless mob when the hero is called back to the fron There is also a strong sense of danger and excitement when they ar forced to meet surreptitiously in the hospital he is brought to unde her care after he is wounded. There is then another—and even mor tender—farewell in a carriage parked in front of a railroad station whe he recovers from his wound and has to leave her again.

So it goes throughout the picture, scene by scene—passionate an sentimental romantic episodes played with a fine perception by bot stars. The plot arranges further instances of such for a long period whe the hero deserts the army (he is about to be unjustly shot) and th lovers escape to Switzerland. There, against some indescribably beautiful views of the lakes and mountains, other romantic scenes, enlivene with humor, are enacted.

The ending, however, is tragic. The girl, although still unmarried t the soldier, becomes pregnant and dies after her son is stillborn. Thi part of the story includes a prolonged episode of painful childbirt labor, which Miss Jones plays extremely well, but which many in th audience may find too harrowing. It also includes, on the other hand a deathbed scene that will not leave many dry eyes anywhere in th house.

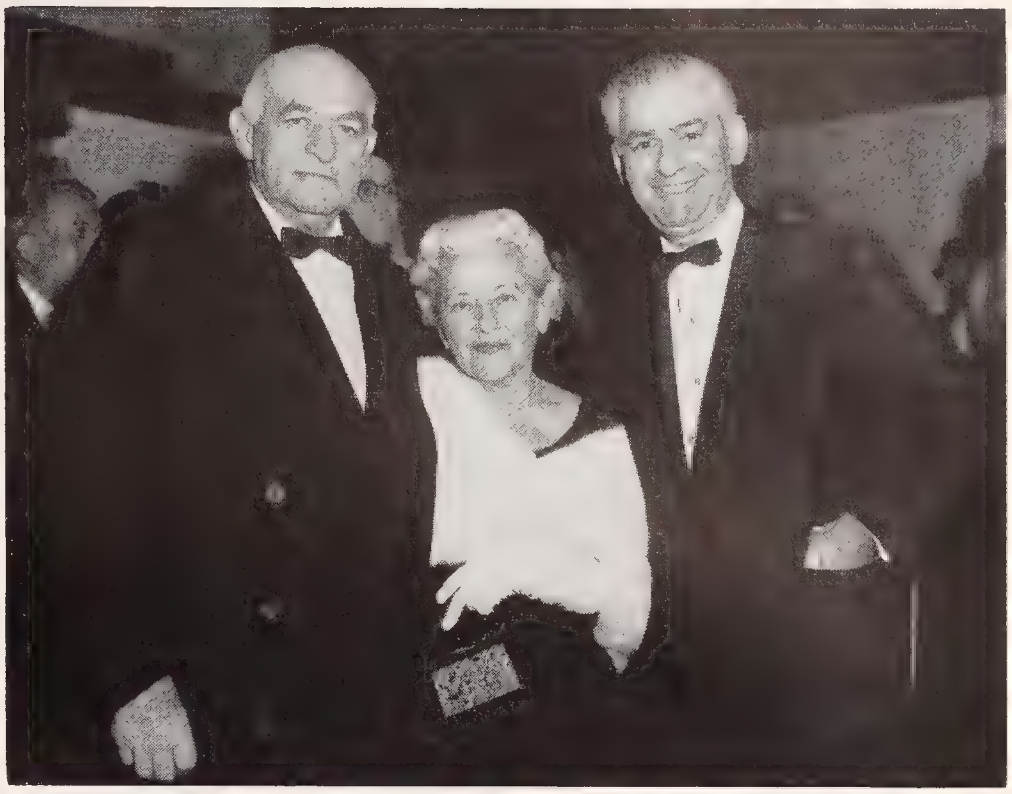
In conveying the emotions of love, few actresses today are in a clas with Miss Jones. Her Catherine is splendidly realized in all her mood and phases, and she even makes the dubious business of the woman' fear of the rain seem touching. At the very least this performanc should win for the actress an Academy Award nomination.

Hudson is handsome and stalwart as Lt. Henry, and De Sica give a vigorous and moving performance as his close friend, the Italian arm doctor. The others are remarkably well cast—Alberto Sordi as a self sacrificial priest; Kurt Kasznar as a brutish soldier; Mercedes McCam

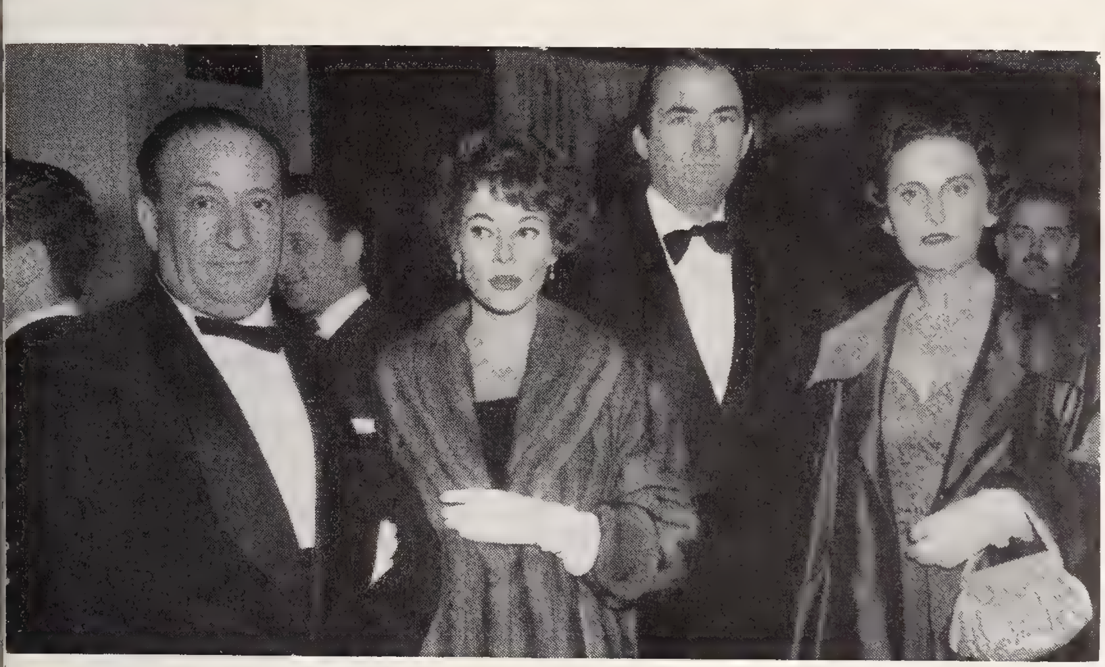
(*Continued on page* 6)

Gala Throng Welcomes 'Kwai' at Palace Bow

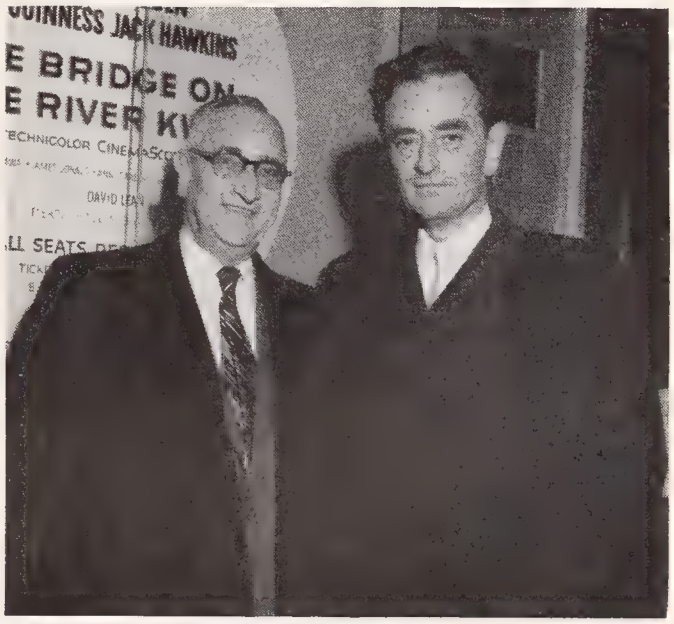
While television cameras flashed the action across the nation, a gala throng representing leaders of virtually every segment of American and international life jammed into the RKO Palace last night for the American premiere of Columbia's "The Bridge on the River Kwai." The opening of the Sam Spiegel production was staged as a benefit for four leading charities, Adoption Committee for Aid to Displaced Persons, Musicians Emergency Fund, National Association for Retarded Children and North Shore Community Hospital. The benefit premiere was one of a series of events which preceded the actual start today of the Palace's reserved seat, ten-shows-a-week engagement. On both Monday and Tuesday nights special invitational previews were held for members of the industry and press. Director David Lean and cast members Jack Hawkins, Sessue Hayakawa and Geoffrey Horne joined with executives of Columbia, RKO Theatres and the Spiegel organization in greeting the guests.



Columbia Pictures president Harry Cohn and Mrs. Jeanette Cohn, with Sol A. Schwartz, president of RKO Theatres.



oducer Sam Spiegel, Mr. and Mrs. Gregory Peck and Lady Caccia, wife of the British Am-
ssador.



Columbia's A. Montague with Director David Lean.

lumbia's general sales manager Rube Jackter
th Randforce's Harold Rinzler and Mrs.
nzler at preview.

Stanley Warner's Samuel Rosen arrives for preview with Mrs. Rosen.

Ben Sack, who will play the film at his Gary Theatre in Boston, attends invitational preview with Mrs. Sack.

3 California Towns Drop Ticket Taxes

Three local admission tax ordinances in Southern California have been killed, according to information received here by Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, from Ida Schreiber, secretary of the Southern California Theatre Owners Association. The cities are San Diego, El Cajon and Ocean Beach.

The drive was headed by Burton Jones of the Capri Theatre, San Diego, and Darryl Jones of the Strand Theatre, Ocean Beach.

"The success of these local exhibitors," Coyne commented, "proves that a good case can be built up against these unjust and discriminatory taxes, and it should encourage all other exhibitors still plagued by these taxes to press for their elimination. COMPO has neither the personnel nor the funds to organize these local campaigns, but we stand ready at all times to offer all possible help."

Illinois Case Cited

Coyne has also been advised that at Normal, Ill., the annual 50-cent per theatre seat tax has been rescinded.

Within the past month Richmond has rescinded a five per cent local tax, effective July 1, 1958; Lancaster, Pa., has cut the tax from 10 per cent to five per cent, effective January 6, and Jefferson Borough, Pa., and Fremont, Ohio, have rescinded admission taxes of five and three per cent, respectively.

India Double Winner

(*Continued from page* 1)

story of family life in Bengali, and its director Satyajit Ray, took honors as the best film and director. "Pather Panchali" ("The Sons of the Little Road") previously won a Cannes Festival award.

Dolores Dorn-Heft, an Austrian blond in her first American film, was selected as the best actress for her role as an old man's flirtatious young wife in the Chekhov "Uncle Vanya" the U.S. picture produced by Franchot Tone. "Uncle Vanya" was made by Tone while he and the cast were acting the play nightly at the Fourth Street Theatre in New York.

Ruhmann a Victor

Heinz Ruhmann, who portrayed a tragi-comic imposter, received the best actor award for the West German entry "The Captain of Koepenick." The picture was directed by Helmut Kautner and was the opening offering of the festival on Dec. 4.

The festival, under the sponsorship of the San Francisco Art Commission attracted entries, in addition to the prize winning nations, from Great Britain, Africa (Ghana), Italy, Denmark, Spain, France, Poland, Japan and the Philippines. Fourteen pictures were screened during the two-weeks festival.

Ask Johnston

(*Continued from page* 1)

in a theatre will be seen on television for 10 years.

This situation is somewhat similar to one that developed recently in Ohio.

Surveys over the state as well as elsewhere show that an "alarming number of patrons are being lost by theatres" as a result of the impression that the pictures will soon be shown over the air, states Kyle Rorex, executive secretary of the Texas COMPO organization, in the letter to Johnston. The organization has decided on a retaliatory campaign.

Wants Definite Statement

"It is obvious that the basic point to stress in our campaign would be a standard interval of time after a picture is released to theatres before it can be shown on TV. Thus we are appealing to you to arrange with your producer-distributor members to give us the authority to state flatfootedly that 'this picture will not be shown on television for 10 years' or 'this picture was produced for exhibition exclusively in motion picture theatres and will not be shown on television for 10 years'," Rorex states in his letter.

R. J. O'Donnell and Col. H. A. Cole are co-chairmen of the unit.

WB Sales Executives

(*Continued from page* 1)

formerly was Eastern and Canadian division sales manager. Norman Ayers has succeeded Lapidus as Eastern division sales manager. Ayers formerly was Eastern sales manager.

Ralph Ianuzzi has been promoted to assistant Eastern division sales manager. He formerly was mid-West division sales manager. Ed Williamson has been named mid-West division sales manager. Williamson has been Southwest district manager.

Livingston in New Post

Ollie Williamson remains Southern division sales manager, Grover Livingston, formerly Southeast district manager has been appointed assistant Southern division sales manager.

The other Warners sales executives are Roy Haines, who will leave his interim post of general sales manager to resume his duties as Western division manager; Fred Greenberg, West Coast district manager, and Haskell Masters, who will continue as Canadian division sales manager.

To Weigh Bids for Rep. Post-'48 Films for TV

Earl R. Collins, who is handling negotiations for the sale of Republic Pictures' post-1948 film library to television, was scheduled to return to the Coast last night with details of several bids which he discussed while in New York this week.

The proposals will be presented to H. J. Yates, Republic president, for consideration. Among them, in addition to a previously reported bid from NBC-TV, is said to be one from Tom O'Neil's RKO Teleradio Co.

300 Stations to Use 'Enemy' Announcement

Radio time purchases for the openings of "The Enemy Below" will run over 300 ABC network stations December 23-28, the largest time purchase in the history of 20th Century-Fox, according to Charles Einfeld, vice-president. It is figured that the coverage will reach more than 14,000,000 listeners. This is the first time the company has bought such extensive coverage on a straight dramatic production. "Carousel" was the last 20th-Fox production covered this way on a large scale.

M-G-M Decides

(*Continued from page* 1)

gel, Loew's president, while on one of his periodical visits to the Culver City studio, discussed the plan with Feldman and Benjamin Thau, M-G-M studio administrative head. The project contemplated delegating Feldman to line up independent producers and talent for M-G-M pictures. The decision not to proceed with negotiations followed further study of the proposal by the M-G-M executives.

Harrison Urges

(*Continued from page* 1)

group before the luncheon began, Max E. Youngstein, said: "You won't get any blue statements from United Artists. We are expanding. We may bump into a wall and bounce off, but you won't hear any wailing."

A Farewell to Arms

(CONTINUED FROM PAGE 4)

bridge as a head nurse hostile to the lovers; Elaine Stritch as a nurse sympathetic to their problem; and Oscar Homolka as the doctor who attends the heroine in childbirth.

The subject matter of unmarried love and passion and some of the more blunt and bawdy Hemingway dialogue make the picture inappropriate for youth.

Nine years is much too long for Selznick to wait between pictures. Talent such as his is needed more than ever today.

Running time, 159 minutes. Adult classification. Release, in February.

RICHARD GERTNER

100 RKO Fil

(*Continued from page* 1)

cil is scheduled to meet Jan. 13 t cuss the entire problem of film to television.

One of the purposes of this me is to try to agree on an age limi pictures sold to television. A ge consultation of all branches of the industry has been proposed. One proposal would limit televised fil the period before 5 P.M. and to nights per week up to 10 P.M.

Matthew Fox, president of C Television Corp., which bought vision rights to 740 RKO Radio in December, 1955, said here ye day the British announcement wa correct. He has sold approximatel films to B.B.C. and a majority of t are pre-1948, he stated. A few post-1948, and he has clearance these films from the talent guilds added.

The price was $215,000, he sai

Thomas F. O'Neil, chairman of board of RKO Radio, announced in December, 1955, that 740 o pre-1948 features had been sol C.&C. Super Corp., a new subsid of C.&C. Television Corp. Matt Fox, largest stockholder in the C firm was the chief negotiator. purchase price was $15,200,000.

RKO reserved the right not to lease any films to television until had been in theatrical release fo least three years. This group re sented between 12 and 20 per of the total.

At the time of the sale Fox sai expected the TV rights would b in $45,000,000 within five years. which $30,000,000 would be f sources in the United States $15,000,000 from abroad.

A spokesman for the American F eration of Musicians here said yes day that no comment on the repor RKO British sale would be forthc ing until the union had received an ficial announcement of the deal.

Guilds Seen Unable to Demand Residuals in RKO Sale to BBC

HOLLYWOOD, Dec. 18 — Rep sentatives of talent guilds, questior here today regarding the sale of 1 RKO Radio films to British Bro casting Corp. declared that t guilds have no means for enfo ing in RKO's case any dema for residual payments from post- features sold to television abroad d to RKO's having stopped functioni in production. The guild's pow over post-'48 product resides sol in the provision in the basic contra that producers will not sell to tel vision without first negotiating resi ual deals with the guilds, and fa ure to negotiate will nullify enti contract.

Ultimately, it is felt, there w come a test case to establish wheth this agreement covers the sale foreign television, as well as Ame ican. But the RKO case does n furnish grounds for such a test.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 82, NO. 119 NEW YORK, U.S.A., FRIDAY, DECEMBER 20, 1957 TEN CENTS

engthy Hearing

ourt Frees oew's Legal ees Payment

ut Reserves Decision on mending Holder's Plaint

Special to THE DAILY

WILMINGTON, Del., Dec. 19.—ce-Chancellor William Marvel in e court of chancery today announced at he will dissolve the chancery urt restraining order against payent by Loew's, Inc., of more than 00,000 in legal fees and other exnses in the recent proxy fight. At e same time he upheld the right of ockholders to challenge the unreasableness of corporate expenditures. The vice-chancellor, after listening

(*Continued on page* 6)

oliday Pictures Look romising: Goldenson

A prosperous Yuletide is anticipated r American Broadcasting-Paramount eatres, Inc., by its president, eonard H. oldenson, in letter to the ompany's areholders ised yesterday. "Starting durg the Christas holiday peod," Goldenn wrote, here will be a umber of omising moon picture atactions showg in our theatres. These include

L. H. Goldenson

(*Continued on page* 6)

TRADEWISE on page 2

Television Today on page 4

Eric Johnston on the State of the Industry

"In recent times a few persons in our industry in production and in exhibition, have rushed into print reciting dirges over the industry. I do not speak of their motives, but, in downbeating the motion picture business they are deceiving themselves, and worse still, they are cruelly deceiving the public.

"It is nonsense to think, that this industry has lost its public. This industry is going to be around for a long, long time.

"Surely 45,000,000 American customers every week can't be wrong; nor can we be wrong when we have such a loyal public."

Eric Johnston

UA TV Subsidiary Buys 700,000 Shares of AAP

Gotham Television Film Corp., a Delaware subsidiary of United Artists Corp., has purchased 700,000 shares of capital stock of Associated Artists Production Corp. from a number of selling stockholders, Robert S. Benjamin, chairman of the board of United Artists, announced yesterday.

The purchase price was $12 per share, consisting of $6 in cash and an undertaking for a $6 sinking fund six per cent debenture.

Appropriate steps are being taken by United Artists to bring before stockholders of Associated Artists Productions a plan by which each stockholder will be offered the same

(*Continued on page* 4)

'Kwai' Reviews Spur $100,000 Advance

What unanimously enthusiastic reviews in New York papers can do for a picture was illustrated yesterday by Columbia's "The Bridge on the River Kwai" at the Palace Theatre, following the benefit premiere Wednesday night. The first public showing was last night. The theatre was obliged to open a second box office before noon yesterday to accommodate ticket-buyers. Arrangements have been made for a third to be used on Monday.

Receipts had reached $10,000 by mid-afternoon and were expected to hit $15,000 by curtain time last night.

Meanwhile, the advance sale

(*Continued on page* 5)

EXCLUSIVE

These important and significant stories appeared exclusively in Motion Picture Daily in the last few days:

Community antenna system in Canada offers its subscribers theatrical features on home television.

A report on the results of the first theatre test of "subliminal advertising" with full details of how and where it was conducted.

A proposal of a method of handling theatrical film sales to pay TV after their exhibition in theatres, from the nationally prominent exhibitor M. A. Lightman.

An up-to-the-minute report on the current, crucial stage of the Bartlesville, Okla., telemovies experiment.

Talk Details

See Business Plan Decision By Next Week

Report Favorable Progress After Breakfast Meeting

Production and distribution executives who met to discuss the industry's proposed business-building and public relations campaign and details of its administration at a breakfast conference at the Harvard Club here yesterday "made much favorable progress," the Motion Picture Association said in a statement issued after the meeting. "It seems certain that a final decision will be reached by next week," the statement said.

Eric Johnston, MPA president, presided at the conference, most of which

(*Continued on page* 4)

Boasberg Named Head Of Warner Subsidiaries

Charles Boasberg, general sales manager of Warner Brothers Pictures, Inc., has been elected president of two of the company's subsidiaries, Warner Brothers Pictures Distributing Corp. and Warner Brothers Pictures Co., Ltd.

Charles Boasberg

Boasberg is also general sales manager for Warner Brothers Pictures, Inc., the position he assumed December 10. Previous to tak-

(*Continued on page* 5)

Ohio Allied Urges Use Of Conciliation Plan

Special to THE DAILY

COLUMBUS, Dec. 19.—"Apparently exhibitors are making very little use of the conciliation plan that became operative Nov. 1," reads a bul-

(*Continued on page* 6)

PERSONAL MENTION

ELMER RHODEN, president of National Theatres, will return to New York on Monday from Europe.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, returned to New York yesterday from Europe.

•

DR. PAUL CZINNER, producer-director with J. Arthur Rank, left here yesterday for London via B.O.A.C.

•

HELEN COHEN, secretary to **SIDNEY DENEAU**, Paramount Western sales manager, will leave here today aboard the "Olympia" for a Caribbean cruise.

•

GORDON CRADDOCK, assistant to the general sales manager of Rank Film Distributors of America, has arrived in Dallas from New York.

•

CAROL EMRICH, secretary to **JACK WEINSTEIN**, of Loew's, Inc., legal department, will be married tomorrow to **ERWIN BARTZ** at the Ridgewood Presbyterian Church.

•

BEN ROSENFELD, of Anglo-Amalgamated Productions, Ltd., will arrive in New York from London today via B.O.A.C.

•

DANNY KAYE returned to New York yesterday from Paris, and left here immediately for Hollywood.

Tom Kennedy Appointed Television Almanac Editor

Tom Kennedy has been appointed editor of the International Television Almanac, effective January 1, 1958, it was announced by Martin Quigley, publisher of Quigley Publications. Kennedy is an experienced and highly regarded editor, writer and reviewer in the field of entertainment industry journalism. For the past four years he was editor of Showmen's Trade Review.

The 1958 edition of the Television Almanac, a companion volume to the Motion Picture Almanac, now in its 29th annual edition, will shortly issue from the press. Kennedy will also serve as managing editor of Motion Picture Almanac. Charles S. Aaronson continues as editor of Motion Picture Almanac.

TRADEWISE

By ONLOOKER

AT least three very significant statements were made this week on the state of the industry. In order, they came from Spyros Skouras, Barney Balaban and Eric Johnston. Their significance resides in their reflection of the views of the top executive strata of the industry on what is happening in the world of motion pictures, where we are and what to do about it. . . . Skouras, addressing an annual meeting of his company's home office and studio executives on the West Coast last Monday, said: "Regardless of competition from free entertainment media or the difficulties resulting from economic and social conditions in general, really fine entertainment in the form of motion picture plays always have and always will draw huge audiences to the theatre. . . . We must reverse the downward trend—and we shall." . . . Said Balaban in New York later in the week: "Let's try to stop irresponsible rumors instead of spreading them. There is every reason for optimism for the New Year if hard work and initiative are added to a realistic attitude toward present world business levels." . . . Johnston, as reported elsewhere in this issue, had this to say following a meeting of the board of the Motion Picture Association in New York yesterday: "The (MPA board) discussions indicated the unmistakable and abiding confidence of our leaders in the future of the industry. . . . It is nonsense to think that this industry has lost its public. Surely 45,000,000 American customers every week can't be wrong; nor can we be wrong when we have such a loyal public. In recent times a few persons in our industry in production and in exhibition, have rushed into print reciting dirges over the industry. I do not speak of their motives, but, in down-beating the motion picture business they are deceiving themselves, worse still, they are cruelly deceiving the public. . . . This industry is going to be around for a long, long time." . . . There you have it, right off the top. Actually, all three expressed a single viewpoint about the industry's status and its prospects. You can accept that viewpoint and go to work, or you can accept the empty and hopeless prognostications of the ill-informed and surrender without even an argument.

BALABAN, incidentally, makes not only a very valid point in his pithy declaration, bearing upon the present state of the industry, but a most valuable reminder, as well, to all those who are prepared to surrender to pessimism. He makes the observation, and factual enough it is, that motion pictures and theatres are not the only enterprises burdened with grave concerns today. When he calls for a "realistic attitude toward present world business levels" he is simply reminding the forgetful that the world economy now is not at the same peak level it was one to two years ago and for quite a few years before then. . . . Look at the stock market. Averages of leaders in every industry, not excepting aircrafts and armaments, have been in a steady decline. Does anyone for a moment think the automobile industry is without its worries? And steel, and rails and scores of others. And those who think all of this industry's troubles can be ascribed to television competition, need only talk to members of that industry to be assured that they face equal stresses and strains. . . . In other words, Balaban suggests that the exhibitors and distributors who have been regarding their industry from behind a handful of crying towels, drop them long enough to look around and get an accurate perspective on the position of the motion picture in a world economy that is in flux, with very little of it any better off than are we.

Univ. Announces Closing Of Newsreel Deal

Universal Pictures yesterday announced closing of the deal, effective January 1, 1958, with Hearst Metrotone News whereby Universal-International News will utilize the worldwide news gathering facilities of News of the Day. Details of the agreement were reported in Motion Picture Daily on December 16.

The Universal Newsreel, edited by Tom Mead with its long-time commentator Ed Herlihy, will retain its own name and still be distributed by Universal Pictures.

Shor Objects to SW Renewing Ohio Lease

Federal Court Justice Edmund L. Palmieri yesterday again reserved decision on Stanley Warner Theatre's request to renew its lease on the Capitol Theatre in Cincinnati. Ruben Shor, Cincinnati theatre owner, who had been unable to appear at the hearing last week because of illness, told the court yesterday that he objected to the Capitol acquisition on the grounds it would be a restraint of trade.

Miles Lane, attorney for Stanley Warner, denied the Shor charges, saying the renewal of the lease would "be in the public interest." Maurice Silverman, representing the Department of Justice, restated that agency's position that it has no objection to Stanley Warner's having the theatre.

Stanley Warner has also requested permission to operate either the Jefferson or the Alpine Theatre in Punxsutawney, Pa. This was not discussed at the hearing yesterday.

Plan U.A. Records Party

CHICAGO, Dec. 19.—Garmisa Distributors, which is handling distribution of United Artists records in this territory, will stage a cocktail party Friday for disk jockeys, radio and television personalities, the press and retailers at the Imperial House. Guests will include Al Tamarin, executive assistant to Max E. Youngstein, president of U.A. Records, and Harold L Friedman, U.A. records sales director

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARLON BRANDO
in SAYONARA
Co-Starring RED BUTTONS
RICARDO MONTALBAN • JAMES GARNER
In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

See sharp...
or be flat!

Sound or color—right notes are vital! That means *precise* photography, *precise* recording, plus *precisely* controlled printing and processing — proper density, exact contact, negative and positive. Over the years, representatives of the Eastman Technical Service for Motion Picture Film have acquired information in all aspects of production and processing. This material is available to the industry. Offices at strategic centers.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 E. Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Los Angeles 38, Calif.

Business Plan

(*Continued from page* 1)

was devoted to discussion of the procedures necessary to activate the campaign. A budget of $2,800,000 is contemplated, to be raised jointly by exhibition and production-distribution.

Following the meeting Johnston hailed the discussions as indicating "the unmistakable and abiding confidence of our leaders in the future of the industry. The substantial and long-range program under consideration is an expression of our faith and our belief in the industry. It is an affirmative, positive approach. It reflects a deep-seated conviction that the public needs only to be reminded of the motion picture theatre as the best place of entertainment," he added.

Sees 'Tremendous Task'

"Preparation for such an all-industry campaign is a long and tremendous task. Many persons, in all branches of the industry, have contributed to it. I want to pay high tribute to all of them — exhibitor and distribution leaders, advertising directors, the advertising agencies. The proposal could not have been brought to the present stage without their unselfish and devoted cooperation."

Johnston also described as "nonsense" several recent "dirges" made by persons in the industry. "I have heard these dirges many times in the past," he said. "This industry is going to be around for a long, long time." (For full quote on this aspect of the Johnston statement see story on page 1.)

Road Show Runs for S. F. Festival Winners

Special to THE DAILY

SAN FRANCISCO, Dec. 19 — American road show runs have been set for all three of the prize winning pictures in the International Film Festival which concluded here yesterday.

"Uncle Vanya," the American entry which Franchot Tone produced and starred in, opens at the Playhouse at Baltimore on Jan. 22. Opening night will be a benefit for the Betty Berkowitz Fund of the American Cancer Society. In this screen version of the Chekhov classic, Dolores Dorn-Heft carried off top honors for best actress, the same role she played opposite Tone in the 1956 New York stage version.

'Panchali' Here Jan. 1

India's "Pather Panchali," which won double awards for production and direction, opens here New Year's Day at the Vogue Theatre.

West Germany's "Captain of Koepenick," in which Heinz Ruhmann's starring role earned him the best actor award, already has opened in New York.

Meanwhile, the Ghana (Africa) picture "Freedom," which topped all 15 entries with festival attendance, opened here today for a three-week limited engagement at the downtown legitimate Geary Theatre.

Japanese Push Drive in U. S.

By FLOYD STONE

Japanese producers are going to crash the American and European market, they vow, and to do it have changed the "formulas" of their pictures, have bought a theatre in Paris, attempted to buy one in New York, and definitely next year will open offices in those two cities.

All this according to Shigemasa Takarada, who has been doing advance work in this city for the Schochiku company, which he represents, and for the Japanese Motion Picture Export Association, which he also represents for its two-week Japanese Film Festival beginning Jan. 22.

Interested in Modern Nippon

Japanese pictures more and more have current or reasonably modern themes, he insisted. Producers there the past year realized European as well as American audiences want to know about the Japanese of today and recent history; how they think, act, appear; and the day is over of the mystic, feudal costume drama which for a while was Japanese signature.

Producers also debate without deciding about the "Hollywood" touch they feel is marking pictures about everyday Japan, he said. This Hollywood approach may make a picture more saleable—but also robs it of the "distinction" art house audiences need.

There also is in that industry puzzlement and indecision about titles. They are, he infers, inadequate, possibly inexact, certainly not sufficiently colloquial; yet they still are written and affixed in Japan, and the pictures with them shown here to potential customers. He personally feels this is a problem which Japanese producers can solve by spending money for American help.

'Show Cases' Essential

Everyone in the Japanese industry knows, he said, their pictures must win, and most importantly, keep art house audiences before they go on, conceivably to general audiences. They know, also, they must have "show cases" for the public and "show rooms" for the buyers.

Masaichi Nagata, president of Daiei, and also of the Motion Picture Producers Association, bought a 300-odd seat house in Paris, the Etoile, and there, except for eight weeks given by law to French pictures, the house displays only the Japanese. He also tried to lease a house on Broadway and failed, Takarada said.

As for opening that office in New York, as well as Paris, that will be done. But regrettably, it will not distribute pictures. Takarada explains: "Our industry is like yours; the six companies could not get together."

'Escapade' Here Mon.

"Escapade In Japan," RKO film being released by Universal, will have its New York premiere at the Little Carnegie Theatre next Monday.

Television Today

Electronic Device Checks On Television Programs

A new electronic instantaneous television rating service will be started here on a test basis in 300 homes Jan. 1 and it will be put into seven other cities about Feb. 1.

The system is called Arbitron. By means of special telephone lines reports are sent to a central office every 90 seconds giving the channels receivers are tuned in. Other cities where installations are being made, states James W. Seiler, director of the American Research Bureau, are Philadelphia, Baltimore, Washington, Cleveland, Chicago, Detroit and Los Angeles.

Seiler says the total investment for New York and the other cities named will be about $750,000. A small electronic sending unit is attached to receivers. A special computer in the central office feeds information to a printer. It is equipped so that information can be handled simultaneously from 25 sets, and reports can be furnished to subscribers without delay.

ABC Issues Memo on 'Subliminal Perception'

American Broadcasting Co. has sent a memorandum to all department heads by saying that if any requests for use of subliminal perception advertising are received notification should be sent to Miss Grace Johnson, the network's director of continuity acceptance.

A number of requests have been received for a statement of company policy, according to the memorandum sent out by Leonard H. Goldenson, president.

"Until such time as full and complete information concerning the effects of this technique is available for careful consideration," the memorandum states, "the ABC-TV network and its owned and operated stations, in keeping with their policy that all commercial announcements shall be clearly identified as such, will not broadcast messages utilizing the technique of 'subliminal perception'. This position is also in accordance with the NARTB code review board."

New Position for Bell

WASHINGTON, Dec. 19. — The National Association of Radio and Television Broadcasters has announced the appointment of Howard H. Bell assistant to the president in charge of joint affairs. Bell will assume the position January 1, and will be responsible for projects and activities which concern both radio and television. He has been assistant to NARTB president Harold Fellows since 1954.

UA's TV Firn

(*Continued from page* 1)

purchase price on the same tern

This is a new development in controversy that is now pending New York Supreme Court with t presentation of briefs scheduled for day. Decision was reserved Dec. on motions and cross motions broug by National Television Associates compel Louis Chesler, Canadian dustrialist, and Maxwell Goldhar AAP to live up to a contract for s to NTA which was later repudiate

One of these actions was broug by a group of AAP stockholders w claimed that a much better deal h been offered by United Artists. Th sought a temporary injunction. T other action was filed by NTA agai United Artists, Arthur Krim, pre dent, and Robert Benjamin, boa chairman, charging that "unethi means" had been used to prevent t transfer of a majority of AAP st to NTA.

The United Artists original prop al, it was stated in court, provided $4.375 in cash, $4.40 in debentu and one-tenth share of NTA for ea share of AAP stock.

Nixon to Speak at CB Conference Luncheon

From THE DAILY Bureau

WASHINGTON, Dec. 19. — Vic president Richard M. Nixon will ta informally to CBS television affi ates at their fourth general confe ence to be held at the Shoreha Hotel during January. He will guest of honor at a luncheon in t Blue Room January 13 at 1:30 P.

At the morning sessions of t first day's meeting that day Dr. Fra Stanton, president of CBS, will de ver the keynote speech followed Richard S. Salant, vice-preside Other speakers will be: C. Howa Lane, vice-president and managi director of KOIN-TV, Portland, Or who is chairman of the CBS Telev sion Affiliate Association, and Mer S. Jones, president of CBS Televisio

NTA to Add Two Serie

National Telefilm Associates planning two pilot films for two a ditional television series titled "U. Marshal" and "Grand Jury," stat Oliver A. Unger, NTA president. Mo Briskin has been assigned as pr ducer for both series for Desilu Pr ductions. NTA also has six other tele vision series in production.

WTXL Joining ABC

SPRINGFIELD, Mass., Dec. 19- Radio station WTXL will become a ABC network affiliate this Saturday states Lawrence A. Reilly, presiden and general manager, and Edward J DeGray, ABC vice-president i charge of stations.

British Star Dazzles Trade Press at Lunch

By JAMES M. JERAULD

April Olrich, British star, was introuced to the trade press at the 21 lub by Rank Film Distributors in merica yesterday. After refreshments nd varied viands she was given a seat 1 the center of the room and submited to a mass interview. She had just turned from a 22,301-mile tour of he country, including Texas.

She admitted she didn't know who neasured that extra mile.

"How did you like Texas?" she was sked.

She wears her hair down over her houlders and has eyes as big as the op of a demi-tasse cup, which she ses effectively. Her reply was: "It's wonderful."

At Dallas somebody mentioned Bob O'Donnell's name and he said: "They ried to give us the hotel. I looked at he suite and asked: 'How much does cost?' I was worrying about the xpense account. The manager relied: 'I don't know'."

Anent Her Marksmanship

Then they wanted to know if she ould shoot. A broad smile.

"I made three bullseyes out of the rst five shots. Somebody told me I vas elected an honorary citizen."

Then, she said, they gave me a big at with the sides rolled up like this -with gestures. And a pair of beautiul boots that come up to here. (Illusrating with more gestures.) None of he trade press boys turned their eads the other way.

"So I rode. The boots had spurs. nd I learned fast. You turn your toes n to stay on and keep the spurs out. The horse was ticklish and stood on is hind legs. I didn't fall off."

Irving Sochin asked if she thought ours of this kind were successful romotions.

"For a woman, yes," she replied.

During the tour she visited several niversities.

"How did you like them?" she was sked.

"They all seemed to be interested n the same thing."

A good time was had by all.

Arco Previews Business Short Subject Here

The first major business short subect to be made with live action ynchronized to music and without he use of narration, produced hrough MacManus, John & Adams, nc., for its client Minnesota Mining nd Manufacturing Company by Arco Film Productions of New York, was previewed here yesterday.

The film, "A Touch of Magic," is vailable on 35mm Eastman color for heatrical distribution and on 16mm color for non-theatrical and television presentation. The 16 minute short has a cast of five principal actors and fourteen extras, and a score written by Roger Roger and played by a 46-piece orchestra.

'Kwai' Advance

(*Continued from page* 1)

totaled $95,000 yesterday. On the basis of all sales, a spokesman for Columbia said the advance sale should hit $100,000 last night.

The picture is showing on a 10-performances-a-week basis. Prices range up to $2.50 for matinees during the week and $3.00 for Saturdays, Sundays and holiday evenings. A New Year's eve show at $4.00, $3.00, $2.50, and $2.00 has been widely advertised.

Boasberg Named

(*Continued from page* 1)

ing over this post he had supervised worldwide sales of Cecil B. DeMille's "The Ten Commandments" and "War and Peace" for Paramount. Before joining Paramount Boasberg was general sales manager for RKO Radio.

New Orleans WOMPI in Show for 400 Orphans

Special to THE DAILY

NEW ORLEANS, Dec. 19. — Four hundred orphans from the metropolitan area were Christmas party guests of the New Orleans Chapter of the Women of the Motion Picture Industry at a party staged here in Renet Brunet's Famous Theatre. The WOMPI unit was assisted by the Nicholls Chapter of Future Business Leaders of America.

Presents Included

The entertainment included a feature film, short subjects, singing of Christmas carols and presents from a Christmas tree. James Cass, husband of Loraine, WOMPI's service chairman, was Santa Claus.

Suit of Discharged 23 On S. C. Docket Jan. 6

From THE DAILY Bureau

WASHINGTON, Dec. 19. — The Supreme Court has scheduled for the week of January 6 argument in the conspiracy suit brought against major studios by 23 discharged actors, writers and other workers. They charge they were excluded from employment opportunities for refusal to testify to the House UnAmerican Activities Committee. Lower courts threw out the suit, but the Supreme Court said it would consider it.

Court officials said that argument would probably be heard Wednesday, January 8, but that the exact date would depend on how long the court took to hear earlier-scheduled cases.

Big Campaign for 'Lost'

A large campaign of newspaper and subway advertising, radio spots and television plugs is being used to promote tomorrow's Eastern premiere of United Artists' "Legend of the Lost" at the Capitol Theatre on Broadway.

Coast Charities Drive Only 6% from Goal

From THE DAILY Bureau

HOLLYWOOD, Dec. 19—Permanent Charities Committee campaign chairman James Stewart announced, at the fourth and final report luncheon, that the industry drive has reached $1,159,211 total, equal to 94.6 per cent of its objective, at this point. Stewart urged that volunteer workers continue solicitation so that 100 per cent can be realized before the campaign year's end on June 30.

Collections up to now reflect an average $50.61 donation by 22,906 individual donors, with Samuel Goldwyn's $40,000 donation the largest ever received by PCC from one person.

Goldwyn, founder of the Permanent Charities Committee and long its largest individual contributor, has increased his regular annual $30,000 donation to $40,000. In a letter to Stewart, Goldwyn said in part,

"I have just read your statement that the Permanent Charities Committee is still $86,703 short of its campaign goal. The cause which PCC represents is so great that everyone in our industry should feel that it is not only his duty, but privilege, to help in every way possible."

Writers Guild Receives Checks Under RKO Deal

From THE DAILY Bureau

HOLLYWOOD, Dec. 19 — Writers Guild of America, West, has announced a Yuletide mailing of checks aggregating $35,000 to writers as first payment under the deal which enabled Matthew Fox to obtain post-1948 RKO films for television. The first payment represents about one-sixth of the ultimate total.

Frank S. Nugent, president of the Screen Writers branch, told recipients in a letter that: "April 12 the last membership meeting voted to distribute this amount, minus a certain sum set aside for shorts, among credited writers in five categories based on theatrical grosses of the features."

Columbus Delays Action On Ticket Tax Change

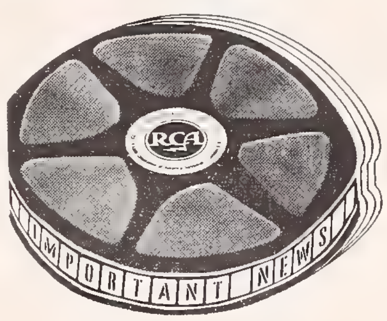
COLUMBUS, Dec. 19.—Action on an ordinance to increase the present exemption from the local three per cent admissions tax from 75 cents to 90 cents has been delayed to Jan. 6.

This will transfer the problem to the incoming city council, which will be dominated by Democrats for the first time in many years. Exhibitors have been pressing for the change. M. D. Portman, city budget director, estimated that the city would lose about $35,000 annually in revenue if the change is made.

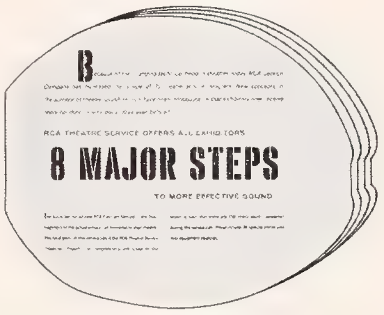
To Honor Skouras

WASHINGTON, Dec. 19—Spyros Skouras, president of 20th Century-Fox, will be the guest of honor at an Advertising Club of Washington luncheon on January 14.

You'll want to know
All the facts about
RCA's all-new
Planned Theatre
Service Program...



This new brochure
shows you how
RCA Service takes
eight major steps
to protect
your equipment.



Experienced Engineers,
Special Test Equipment
and Teamwork
help keep your System
in top condition!

Write for your brochure today

ENGINEERING
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SUPPORT FIELD FORCE FOR
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RCA
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Theatre Service
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, N.J.

Court Frees

(*Continued from page 1*)

for two and one-half hours to arguments of counsel, announced from the bench that it was "not fair or equitable for these monies to be tied up by a Delaware court at this time." Arguments had been presented on Campbell's motion for a preliminary injunction and the vice-chancellor pointed out that injunctions should be sparingly used unless an irreparable injury is shown. He said it would be an unwarranted action for the court to restrain the expenditure which had been authorized by the Loew's board in the absence of any charge or showing of fraud.

No Ruling on Amended Complaint

The vice-chancellor reserved decision on whether defense objections to certain interrogatories posed by the plaintiffs are well taken and also reserved decision on the plaintiff's application to amend the complaint. The proposed amended complaint on which the court did not rule would add prayers seeking to enjoin Loew's from paying any part of the challenged $633,242.89, and to the extent Loew's has paid any part of that sum seeking a judgment against the four individual defendants, Joseph R. Vogel, William A. Parker, George L. Killion and John K. Sullivan.

The sum is broken down to show $350,000 in fees and $5,578.15 in disbursements to the New York law firm of Phillips, Nizer, Benjamin, and Krim. $70,000 in fees and $1,371.72 in disbursements to the New York law firm of Paul, Weiss, Rifkind, Wharton and Garrison, $40,000 to two Wilmington law firms, and $166,113.02 in other expenses.

Payments Called Excessive

Campbell's attorneys, Arthur G. Logan and Aubrey B. Lank of Wilmington contended that payments were excessive and unreasonable and did not fall within a recent ruling by Chancellor Collins J. Seitz permitting the corporation to pay reasonable sums incurred by the Vogel group in soliciting proxies. David F. Anderson, Wilmington attorney for Loew's, said there is no basis for amending the complaint at this time to make this an attorney fees case. Clair J. Killoran spoke for the other defendants in the case.

The plaintiff Campbell has been previously identified as an associate of Joseph Tomlinson, who led the opposition to Loew's management over the past year.

Mayfair to Be Reopened With 'Enemy Below'

The Mayfair Theatre, dark since Aug. 12, will reopen Christmas Day with "The Enemy Below" (20th-Fox). The theatre, operated up to the time it closed by Harry Brandt, has been taken over by Burt Resnick and I. Rackow, operators of other houses, on lease from the Mazburt Holding Corp., a realty corporation.

FEATURE REVIEWS

Eighteen and Anxious

AB-PT—Republic

With a cast of several familiar names, including Martha Scott, Jim Backus and William Campbell, and some better-than-average production mounting for an entry of this type, "Eighteen and Anxious," an Irving H. Levin-Edmond Cherie production, also has a provocative title and same sensational plot developments.

Based on a screenplay by Dale and Katherine Eunson, and brought realistically to life by director Joe Parker, it contains much, however, which is crude and unsuitable for the majority of the impressionable teenagers for which it was primarily designed. Particularly offensive is a scene in which Backus grabs at the housecoat of his daughter, Mary Webster, whom the audience knows is pregnant, and says "those double malts are showing." Earlier, Miss Webster had consulted an abortionist who told her "think of it just as a blemish we're removing."

Miss Webster's understanding interpretation of a young widow and mother who is ostracized by her parents and her friends because of her inability to produce any record of what was a secret marriage is the dramatic highlight of the picture. William Campbell, who seduces the young widow after promising to marry her, and Ron Hagerthy, who, according to the script turns out to be her knight in shining armor, go at their portrayals in a routine fashion.

Running time, 93 minutes. Adult classification. Release, current.

WARREN HARRIS

The Dalton Girls

Bel-Air—U.A.

The Dalton name, always a good one at the box office, is resurrected again, only this time the ladies bearing that moniker are the subject. The four girls are relatives of the infamous Dalton boys and upon the latter's demise are forced into a life of lawlessness. The two older sisters, at first, protect and "earn" the keep for the younger ones, but as the years pass, all four are involved in the acts.

The robbing of a stagecoach prepares the way for their eventual downfall, however, as the second youngest sister, Penny Edwards, meets and falls in love with one of the passengers, John Russell, a gambler by trade but comparatively honest. When the loot from the stagecoach proves to be worth less than they had hoped, they are forced towards greener pastures, this time a town suggested by Miss Edwards, where she knows Russell was heading.

A bank robbery there is interrupted by the appearance of the gambler who receives a bullet for his troubles from the gun-happy sister, Lisa Davis. Another escape from the law and the girls move to another town where the older ones are employed as saloon hostesses. This time Russell follows them, meets Miss Edwards and convinces her temporarily that an outlaw need not be her only career.

But once again a robbery is planned, this time of a big local poker game, in which Russell is one of the participants. The theft is successful but the getaway isn't as the youngest girl is killed, two others are wounded and the oldest loses her sanity. A life within the law is anticipated for Miss Edwards at the conclusion.

Misses Davis and Edwards are adequate, while Sue George as the teenager has little to do. This Bel-Air production offers little that's original in the Western field, but it is fast moving, actionful and to the point. Howard W. Koch produced, Reginald Le Borg directed and Maurice Tombragel wrote the screenplay from a story by Herbert Purdum. Aubrey Schenck was executive producer.

Running time, 71 minutes. General classification. Release, in December.

Panic in the Parlor

D.C.A.

Chuckles, rather than belly-laughs will be the average reaction to this pleasant little British comedy which introduces Peggy Mount, a middle-aged comedienne who compares favorably to the beloved Marie Dressler, to American audiences. Based on the long-run London stage play, "Sailor Beware," by Philip King and Falkland Carey, who also wrote the screenplay, the Remus production will find its greatest audience in art-theatres.

Miss Mount portrays a boisterous shrew who bullies her husband, Cyril Smith, and dominates the lives of her pretty daughter, Shirley Eaton, and her mousey, half-pint sister-in-law, Esma Cannon. On the eve of his wedding to Miss Eaton, Able-Seaman Ronald Lewis arrives at the home of his future in-law's and sets off a chain of circumstances which are sometimes naughty, sometimes ridiculous, but usually human and funny. The concluding scenes in which Lewis fails to show up at the church, but is later reconciled with his fiancee after a general family showdown, have been sensitively handled by director Goddon Parry, who has intelligently kept the cast from going to extremes.

Producer Jack Clayton has apparently hewn closely to presenting the comedy much as it was done on the stage, stressing performance rather than physical values. In the persons of Miss Mount, Miss Cannon, Smith and Thora Hird, the comedy adds extensively to the ever increasing list of memorable British character portrayals.

Running time, 81 minutes. General classification. Release, in December.

W. H.

HolidayFilm

(*Continued from page 1*)

'Sayonara,' 'Peyton Place,' 'The Sack,' and 'Raintree County'."

Increased television earnings in fourth quarter for the ABC div were also forecast. With fourth q ter dividends on the preferred common stock at the regular rat 25 cents a share, Goldenson n "the efforts that have been ap during this past year in the telev area are now being reflected by improved competitive position ABC is attaining. Indicative of improved calibre of programming the addition of new affiliated stati ABC is registering the most imp sive television network gain in a ence growth—a 56 per cent increas circulation over last year as d mented by the A. C. Nielsen C pany."

As reported previously, Golde noted that earnings for the cur fourth quarter will be lower than year, since the improvement in tel sion earnings is not enough to o the decline in theatre business the costs incurred in creating a program structure for the ABC R Network in the fourth quarter.

Ohio Allied

(*Continued from page 1*)

letin of The Independent The Owners of Ohio.

The reason usually given by exh tors asked about it is that they h always had disagreements with change managers and have been a to "talk them out," the bull states.

"We have no argument with this cept that formal employment of conciliation plan might be a step arbitration—which everybody wa and which could avoid much of litigation in the industry," the bu tin continues. "We understand t conciliation was a proposal of film companies, and if it is igno might be an excuse for asking reason for the need of arbitrati Therefore, we recommend that ev Allied member at least take an oc sional difference and go through formalities of conciliation. The rec will prove that exhibitors want to s tle their problems amicably and wi in the industry."

The next meeting of the arbitrati conferees is scheduled in New Y for Jan. 17.

Contest for 'Legend'

United Artists will promote "Le end of the Lost" to youngsters in t New York-Metropolitan area with seven-day coloring contest that w run in the "New York Daily Mirr and "Sunday Mirror." Prizes inclu $1,000 in U.S. Savings Bonds, a Fl ida vacation for two, copies of the cording of the film's title tune, a passes to the Capitol Theatre Broadway, where the Technirama pr duction will have its Eastern premie tomorrow.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

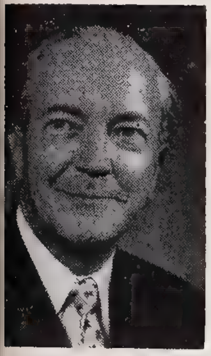
OL. 82, NO. 120 NEW YORK, U.S.A., MONDAY, DECEMBER 23, 1957 TEN CENTS

redits Orderly Release

rospects for ew Year Are igh: Stellings

redicts Attendance Will Hit Far Greater Peaks'

As a result of producer-distributor surances of a "steady flow of top-otch movies throughout the year," motion picture attendance will be stimulated to "peaks far greater than the levels of recent years," Ernest G. Stellings, president of Theatre Owners of America, said in a statement issued here at the weekend. "Prospects for e new year are bright," the exhibi-r leader declared.


Ernest Stellings

"A definite schedule of multi-mil-n dollar productions is emerging a result of pressure exerted by ading TOA theatre owners on

(Continued on page 8)

.K. Equipment Exports ise Sharply for 1957

From THE DAILY Bureau

LONDON, Dec. 22 – Exports of itish-made motion picture equip-ent during the first nine months of 57 increased sharply over the 1957 tal, according to figures supplied by e Kinematograph Manufacturers sociation. The total for the first nine onths was $5,983,857.80. The total r all of 1956 was $5,068,288.40.

Markets where outstanding results

(Continued on page 5)

elevision Today Page 7

UA, Brynner In New Deal

Yul Brynner's production company, Alciona Productions, Inc., and United Artists have signed a contract for 11 features to be delivered to U.A. over a period of nine years.

Brynner will star in eight of the 11 and will direct one or two films in the schedule.

The arrangement will include the production of a television series and the financing of Broadway plays. Alciona already has several television projects under consideration and plans to get them started next year.

Each of the 11 films will be budgeted between $2,000,000 and $3,000,000. One of those in which Brynner will star will be the screen version of the Arthur Koestler novel, "The Gladiators." Anthony Quinn will be co-starred. It will be produced on location in Europe.

Brynner said arrangements are be-

(Continued on page 2)

IRS Reports Film Cos. Income $136,419,000

From THE DAILY Bureau

WASHINGTON, Dec. 22.—The Internal Revenue Service revealed that motion picture industry firms filing income tax returns reported receipts of $2,176,494,000 in 1954, and an over-all net income of $136,419,000.

The figures cover 5,712 returns filed by corporations with tax years ending July 1954 through June 1955. It does not include data from industry

(Continued on page 8)

See Congress Split on Subject

SCC Head Wants Fair Trial for Toll-TV

Statement Viewed As Raising Barrier Against Legislation to Bar Pay-TV

By J. A. OTTEN

WASHINGTON, Dec. 22—Senate Commerce Committee Chairman Magnuson today reasserted his belief that subscription television should be given a fair trial.

The influential Washington Democrat thus raised an important barrier against legislation to bar toll TV. Such legislation will be pushed by toll TV foes early in the new session of Congress.

Of course, a committee can always outvote the chairman, and the Commerce Committee's membership includes several Senators who have spoken out against toll TV, such as Senator Thurmond (D., S.C.), who has a bill pending to outlaw toll TV. But the chairman can play an important role by delaying hearings, postponing a vote, and other maneuvers.

Announcing the program for his

(Continued on page 2)

Pay-TV Ordinances Signed by L. A. Mayor

From THE DAILY Bureau

LOS ANGELES, Dec. 22—Mayor Norris Poulson of this city on Friday signed the ordinances, passed by the City Council on Wednesday by an eight-to-six vote, implementing franchises granted Skiatron, Inc., and Fox West Coast-Telemeter to install and operate closed-circuit pay-television systems in Los Angeles.

At the same time, Julius Tuchler, of the Southern California Theatre Owners Association, who headed opposition to the ordinances in an explosive council meeting Wednesday, disclosed that the SCTOA chairman, Harry C. Arthur, is en route here from St. Louis to preside at a special board meeting to map out plans for obtaining signatures to a petition for a referendum to put pay-television to a popular vote.

Tuchler said C. A. Owen, who

(Continued on page 5)

Arkansas Anti-Blind Checking Law Ruled Unconstitutional by State Attorney General

Attorney General Bruce Bennett of Arkansas has rendered an opinion that the "anti-blind checking" law passed early this year is "unconstitutional and void." Word was received here to that effect at the weekend by the Motion Picture Association.

After citing several court decisions, the attorney general ruled that the law could not be justified "under the guise of public comfort, safety and welfare." The bill was passed in the closing days of the session last March without previous hearings or publicity.

A similar law was passed at the last session of the legislature. Legal observers believe the Arkansas ruling may affect the future of the Texas measure and may set a precedent to deter similar action in other states.

Critics Bypass Westerns In TV Poll by 'Look'

Television's highly rated Western programs failed to land a single winner in the eighth annual Look Magazine TV Awards announced at the weekend.

While Westerns were ignored in the voting of 309 newspaper TV critics and editors, established favorites such as **Omnibus** and Bishop Fulton J. Sheen continued to dominate the annual balloting in 16 categories.

For the fifth straight year, the

(Continued on page 7)

Citizens Don't Consider Telemovies 'Failure'

Special to THE DAILY

BARTLESVILLE, Okla., Dec. 22. —The Telemovie project is not considered a failure locally, regardless of outside opinion. Of 38 subscribers who were questioned recently con-

(Continued on page 7)

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., left New York at the weekend with his family for the Coast.

•

Burtus Bishop, Jr., newly-appointed assistant general sales manager for M-G-M under **John P. Byrne**, has returned to Chicago to wind up his affairs there before moving to New York permanently.

•

Douglas Fairbanks has left New York for London.

•

Charles Okun, of the Coca-Cola Co., is convalescing in Florida following hospitalization there.

•

Joseph Felder, president of Supreme Films, will leave here today for the Coast.

•

Ed Gallner, M-G-M exploitation head in Philadelphia, returned there at the weekend from New York.

•

Samuel Bronston, producer, and **John Farrow**, director, have left New York, the former returning to Hollywood, the latter heading for London.

•

Harold Kress, film editor, has returned to Hollywood from New York.

•

Ben Grimm, head of world-wide advertising and publicity for RKO Radio Pictures, is convalescing in Hackensack Hospital, Hackensack, N. J., from major surgery last Thursday.

Film Companies to Close Early for Holidays

Film company home offices, including Allied Artists, Columbia, M-G-M, Paramount, 20th Century-Fox, United Artists, Universal and Warner Bros., will close tomorrow at 1:00 P.M. for the Christmas holiday. The Motion Picture Association will close at the same time.

Early closings are also indicated for New Year's Eve, although all companies have not made a decision as yet. Closing definitely at 1:00 P.M. will be AA, M-G-M, UA, and the MPA. Warner and Paramount will close at 4:00 P.M. on that day.

Copies of Principal Russian Trade Paper Now on Hand in Quigley Publishing Offices

In case any reader of Motion Picture Daily—who also has a reading knowledge of Russian—wishes to find out whether the Soviet Union has any "sputniks" in the fields of motion pictures and television, we wish to report that copies of the principal Russian trade paper are now on hand. Eight monthly issues covering 1957 of Motion Picture and TV Engineering have been received from Dr. V. Barashenkov, director, State Public Library, Leningrad, U.S.S.R.

The exchange of the Russian Motion Picture and TV Engineering with Motion Picture Herald was arranged after Quigley Publishing Co. was informed by the U.S. State Department that such a move would be welcome as the type of cultural exchange the American Government is encouraging.

In addition certain of the Soviet Government film bureaus are paid sugscribers to The HERALD.

John Van Druten Dies; Stage, Screen Writer

Special to THE DAILY

INDIO, Calif., Dec. 22.—Playwright John van Druten, 56, died here in his sleep late last week. He had been under treatment for a heart ailment.

Van Druten's plays included "Old Acquaintance," "The Voice of the Turtle," "I Remember Mama," "Bell, Book and Candle" and "I Am a Camera." His film credits include "Gaslight," "Night Must Fall," "Raffles" and the screen adaptations of several of his plays.

Named to ASCAP Board

Mrs. Bonnie Bourne, widow of Saul H. Bourne, has been elected to the board of directors of the American Society of Composers, Authors and Publishers, Paul Cunningham, ASCAP president, announced at the weekend. Also announced were the appointments of Frank Connor as treasurer of the society, and Jack Bregman as assistant treasurer. Dr. Douglas Moore was appointed to the executive committee.

Texas SMPTE Elections

DALLAS, Dec. 22. — The Dallas-Fort Worth section of the Society of Motion Picture and Television Engineers has elected Roddy K. Keitz 1958 chairman. Succeeding Keitz as secretary-treasurer is Erwin J. Pattist. Philip W. Wygant and Hugh V. Jamieson, Jr., were named for two year terms as members of the board of managers.

Shapiro Acquires Rialto

PHILADELPHIA, Dec. 22—Ruben Shapiro, veteran in the industry, has taken over the Rialto Theatre, a neighborhood house in the Tioga section of the city. Milgrim Buying and Booking Service will book for him.

SCC's Head

(*Continued from page 1*)

committee in television and other fields, Magnuson said he believed the toll TV problem would receive "serious attention" from the committee.

"Many of the committee members are opposed to the proposal (for toll TV)," Magnuson's statement said, "but the chairman has said he believed the proposal should be given a fair trial to determine whether it will be approved by viewers."

The House Commerce Committee has said it would hold toll TV hearings early in the session, but has not fixed a date. The Federal Communications Commission has announced it would not process toll TV applications before March 1.

Web-Control Bill Pending

Magnuson noted that television generally would have a prominent place in the Senate Committee's work, He pointed out that a bill is pending by Sen. Bricker (R., O.) to regulate television networks, and another bill by Sen. Smathers (D., Fla.) to bar TV licenses to music publishing corporations. In addition, he said, he hopes to have early in the session a report from a special engineering committee on frequency reallocation.

UA, Brynner

(*Continued from page 1*)

ing made between Alciona and Martin Ritt, director, which will go into effect upon termination of his contract with 20th Century-Fox. Ritt will direct "The Gladiators." Plans are under discussion for Richard Brooks to direct some films.

Arthur B. Krim, president of United Artists, issued a statement in which he said: "We have tremendous respect for Brynner's achievements as an artist and great confidence in his judgment as a producer."

Brynner's comment was: "I am delighted in forming this partnership with United Artists which allows th creative film maker true independence I am looking forward to a long an pleasant association with Messrs Krim, Benjamin, Youngstein, Blumof and their associates."

. . . NEWS ROUNDUP

Three from MGM for M.H.

Three forthcoming MGM releases will be presented at Radio City Music Hall in the near future, it was announced Friday by John P. Byrne, general sales manager, following negotiations with Russell Downing, Music Hall managing director.

The three films, all in wide-screen and color, are "Seven Hills of Rome," "The Brothers Karamazov" and "Merry Andrew." They will bring to 112 the total of MGM pictures presented at the Music Hall, including attractions which, in 1957, totaled 31 of the 52 weeks playing time on the big theatre's screen.

■

Miss Dandridge to Be 'Bess'

Samuel Goldwyn has signed Dorothy Dandridge for the role o Bess in "Porgy and Bess." Twentieth Century-Fox, to whom Miss Dandridge was committed for a picture a the time "Porgy and Bess" is being filmed, has consented to postponing its commitment.

■

Broidy to Make 4 for A.A.

William F. Broidy Pictures Corp has signed a contract with Allied Artists Pictures Corp. to produce four films for AA distribution. Filming on the first of the four productions, "Seven Guns to Mesa," has already been completed, with the second, "The Last Mission," scheduled for January production.

■

'Perri' Yule Bookings Heavy

Walt Disney's "Perri" has approximately 300 domestic and Canadian engagements scheduled during the Christmas and New Year period, the company has announced. Every one of the Technicolor prints on the first True-Life fantasy will be utilized.

■

Mrs. Moe Silver's Novel

Lily Jay Silver, wife of M. A. Silver, Pittsburgh zone manager fo Stanley Warner Theatres, has had he first novel, "Shadow on the Sun," published by Duell, Sloan and Pearce

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

NOTHING HOTTER ON THE SCREEN TODAY!!!

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—LOUELLA PARSONS

MICKEY ROONEY AS

BABY FACE NELSON

...he was the FBI's Public Enemy No. 1

MICKEY ROONEY as **BABY FACE NELSON**

THRU UA

CO STARRING CAROLYN JONES · SIR CEDRIC HARDWICKE · LEO GORDON · ANTHONY CARUSO · JACK ELAM · JOHN HOYT · FEATURING TED DE CORSIA · ELISHA COOK, JR. THAYER DAVID · GEORGE STONE

Screenplay by IRVING SHULMAN and DANIEL MAINWARING · Story by IRVING SHULMAN
Directed by DON SIEGEL · Produced by AL ZIMBALIST · A FRYMAN-ZS Production

TENT TALK

Variety Club News

DETROIT—Tent 5 has planned several activities over the holidays. Members of the Crew will go to the muscular distrophy ward of the Detroit Memorial Hospital, where some thirty handicapped little victims will be given the "works." At its own headquarters it will entertain 150 children from the Christian Youth Center, and sons and daughters of the barkers as well. A special gift of clothing was given to a small group of very needy handicapped children at another hospital.

△

DALLAS—Tent 17 played Santa Claus again this year to their young charges at the Boys' Ranch of Bedford, Tex., at Variety Club headquarters in the Adolphus Hotel. The 36 youngsters ranging in ages 7-14 received $25 worth of toys and sporting equipment each. Club members reserve the gift giving occasion for fun only and no clothing is included in each child's gift allotment. Around 200 members attended the turkey dinner party with the boys.

△

ATLANTA – The Variety Club turned over $102,462 to four principal charities during 1957. The largest contribution went to the Cerebral Palsy Clinic-School. This sum of $88,279 was raised in an annual Old Newspaper Day sale. The Mountain Dew School, below Hopeville, received $6,523. Bankhead Boys Club was given $2,150, and miscellaneous contributions to needy people amounted to $5,500. This was announced by Leonard Allen, new barker of the club, who was installed recently. Other officers are John Harrell, first assistant; Jon Farmer, second assistant; J. B. Dumestre, III, secretary, and William Kokorn, treasurer.

△

NEW ORLEANS – Mrs. Harold F. Cohen was installed chairlady of the Ladies Auxiliary of Variety of New Orleans Tent No. 45, at a recent coffee-sherry social in the club's quarters. She succeeds Mrs. William Cobb. Others seated were Mrs. Roy Gallagher; co-chairlady; Mrs. Catherine Clark, recording secretary; Mrs. Mary Bluestone, corresponding secretary and her assistant, Mrs. Connie Aufdenorte.

U.K. Equipment

(*Continued from page* 1)

were secured were: the Gold Coast, Hong Kong, Australia, New Zealand, Sweden, Denmark, Western Germany, France, Italy, Libya, Morocco and the United States.

Declines were registered in South Africa, Uganda, India, Malaya and Singapore, Ceylon, most of the West Indies, Canada, Finland, Iraq and Indonesia.

FEATURE REVIEWS

Crooked Circle

Ventura—Republic—Naturama

HARTFORD, Conn., Dec. 22

The producer-director team of Rudy Ralston and Joe Kane, who have been accorded well-deserved accolades over the years for serving up good supporting program fare, are responsible for "Crooked Circle," a standard expose of the boxing ring racket.

John Smith, a promising newcomer, plays the pivotal role of a country lad who likes to box and is discovered by a big city sports editor, enacted by Steve Brodie. The latter takes Smith back to the big town with him where he soon learns that boxing isn't the sporting game he had thought. Racketeers have invaded the field, and it is not long before Smith is taken over by two of them.

In an 11th hour change of heart, Smith decides to win a bout he'd been ordered to lose. Subsequent action finds the villains making tracks for Smith's dressing room to kill him, but right triumphs. There is a romance between Smith and the girl back home, played by Fay Spain. They are reconciled at the end.

John Townley's script follows a familiar pattern with the best performances given by Brodie and Robert Armstrong, as a veteran boxing trainer, who tries to steer Smith on the right path from the start.

Running time, 72 minutes. General classification. Release, in November.

A.M.W.

The Bolshoi Ballet

Rank-F.D.A.

Ballet addicts and generally those who cultivate or have a sensitivity to the arts probably will have this on their must lists. They will in some instances disagree over what they see, certainly they will discuss it, and possibly some will see it several times. As in the live ballet, the filmed ballet shows and sells virtuosity rather than plot, and, to some, repetition will be pleasure repeated.

Here the cameras by roving and darting in and away give new insight and exciting expanse to a Russian group which for years and reasons of state has been to westerners mostly mysterious and fabled. Dr. Paul Czinner and I. A. R. Maxwell have given us a "big" performance of what is indicated by its name in Russian, a "big" troupe. Dr. Czinner used 11 cameras, controlled by an intercom and manipulated somewhat like those in television, and in closeups certainly has achieved unique intimacy and revelation of stance and expression.

A factor limiting patrons may be abrupt programming: the Dance of the Tartars, Spanish Dance, Spring Water, Polonaise and Cracovienne, the Dying Swan, each comes on without explanation; merely a "snipe"; the inference is the educated will know their source. Only "Giselle" has explanation.

This is the finale and the *piece,* and of course in the ballet is the ultimate. It has beauty, excellence, and in contrast to western ballet, *force.* It shows the famous Galina Ulanova (who also does the Swan) and Nikolai Fadeyechev, and shows them virtually without fault. All in all, the troupe shows the years of training in state-supported togetherness, the male dancers are remarkably muscled and really male, all performers realy *act,* and even overact, the general air is one of abounding activity and strange and colorful excitement. Photographically, the closeups excel and reveal, the long shots are poor, and some transitions miserable. Always, however, the spectator is on stage.

Running time, 99 minutes. General classification. Release, in January.

FLOYD STONE

The Admirable Crichton

Columbia

HOLLYWOOD, Dec. 22

J. M. Barrie's unforgettable and indestructible spoofing of the British class system, written in 1903 and produced countless times in all countries and most languages since that distant day, comes now to the American screen in a full-bodied British production rich in the free-flowing humor of the play. The cast, as is quite proper in a strictly academic sense, is totally British, and totally excellent. Without a name or two of American billing impact, the comedy may be under an exploitation handicap in this country, but it figures to benefit by word-of-mouth publicity as it runs. Photography was in Technicolor.

The play is produced virtually *verbatim* in the modern screen production put together with spirit, and in full appreciation of the variety of values in hand, by Ian Dalrymple, the producer, and by Lewis Gilbert, who adapted and directed the Barrie work. The opening sequences, tracing the hard and fast social dividing lines observed in the huge household administered by the butler, Crichton, played with fine understanding by Kenneth More, are stocked plentifully with dialogue that brings ripple after ripple of amusement from an attentive audience. Cecil Parker as Lord Loam, Crichton's master in London, and his man-servant on the island where the family and guests are shipwrecked for two years, provides a tower of acting strength, with Sally Ann Howes, Martina Hunt, Jack Watling, Peter Graves, and especially Daine Culento, measuring up to his example. The readjustment to the social levels of 1903 England, when the group is rescued and returned home, is portrayed as enjoyably as the long period of topsy-turvy status on the island.

Running time, 93 minutes. General classification. Release, not set.

WILLIAM R. WEAVER

PEOPLE

Jerry Levy, office manager at the Columbia Pictures exchange in Philadelphia, has been promoted to the post of city salesman. He will be succeeded as office manager by **Stanley Smithers,** formerly with Stanley Warner Theatres, who is joining the company.

□

Paul Nathan, associate producer to **Hal Wallis,** has had his option picked up by **Wallis** for another year.

□

Charles Beilan, formerly branch manager for Warner Brothers in Philadelphia, has been named assistant to **Sam Shapiro,** head of Eric Corp., circuit of indoor and outdoor theatres.

□

Edwin Prizor, has resigned from Screen Guild, Philadelphia, to accept a position in another field.

□

Karl Krug has returned to his former post as head of the drama department at the Pittsburgh "Sun-Telegraph," relieving **Leonard Mendlowitz,** who was promoted to TV editor. **John Nussbaum** will aid **Krug** on the drama desk, with **Mendlowitz** still turning in film reviews on a limited basis.

L. A. Mayor Signs

(*Continued from page* 1)

headed the petition soliciation that recently resulted in placing the council's now widely-known "Chauvez Ravine" deal with Brooklyn Dodgers owner Walter O'Malley on the ballot, has offered to furnish a list of more than the required number of petitioners, and that a local radio station has volunteered to "get signatures of 100,000 housewives."

Poulson, who has strongly supported the Dodgers deal and pay-television ordinances throughout their stormy career in the council, took today's action following publication of a long, detailed editorial in this morning's issue "The Los Angeles Times," which newspaper has spearheaded the Dodgers and pay-television support, and which previously had sponsored Poulson for mayoralty and vigorously supported his election campaign.

Still Could Be Nullified

Poulson's signing of the pay-television ordinances does not preclude the possibility of their nullification if the matter goes to a referendum and is voted down at the June election. Neither franchise holder has indicated that actual construction or wiring is going to be undertaken before that time, and the franchises explicity allow a two-year period for them to start construction.

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
DECEMBER	UP IN SMOKE Huntz Hall, Stanley Clements SABU AND THE MAGIC RING (color) Sabu, William Marshall OREGON PASSAGE (CS, color) John Ericson, Lola Albright	THE LONG HAUL Victor Mature, Diana Dors — 88 min. (Rev. 11/25/57) THE HARD MAN (CS, color) Guy Madison, Valerie French —79 min. (Rev. 11/29/57) PAL JOEY (color) Rita Hayworth, Frank Sinatra — 111 min. (Rev. 9/9/57)	DON'T GO NEAR NEAR THE WATER (CS, color) Glenn Ford, Anne Francis—107 min. (Rev. 11/12/57)	SAD SACK (VV) Jerry Lewis, Phyllis Kirk—98 min. (Rev. 10/21/57)	PEYTON PLACE (CS, color) Lana Turner, Lloyd Nolan —162 min. (Rev. 12/13/57) KISS THEM FOR ME (CS, color) Cary Grant, Jayne Mansfield—103 min. (Rev. 11/7/57)	LEGEND OF THE LOST (Technirama, color) John Wayne, Sophia Loren — 109 min. (Rev. 12/17/57) THE DALTON GIRLS Merry Anders, John Russell—71 min. (Rev. 12/20/57) MAN ON THE PROWL Mala Powers, James Best—86 min. (Rev. 12/4/57)	MY MAN GODFREY (color) June Allyson, David Niven — 92 min. (Rev. 9/4/57) THE VIOLATORS (RKO) Arthur O'Connell, Nancy Malone—76 min. (Rev. 11/29/57) LOVE SLAVES OF THE AMAZON Don Taylor, Gianna Segale—81 min. (Rev. 11/25/57) THE MONOLITH MONSTERS Grant Williams, Lola Albright — 77 min. (Rev. 12/6/57)	SAYONARA (CS, color) Marlon Brando, Red Buttons — 147 min. (Rev. 11/13/57) JAMBOREE Bob Pastene, Kay Medford —86 min. (Rev. 11/25/57) THE GREEN EYED BLONDE Susan Oliver — 73 min. (Rev. 12/4/57)	OLD YELLER (BV) (color) Dorothy McGuire, Fess Parker — 83 min. (Rev. 11/14/57) THREE MEN IN A BOAT (DCA) (CS, color) Laurence Harvey, Jimmy Edwards TEENAGE BAD GIRL and TEENAGE WOLF PACK (DCA) combination. TIME LOCK (DCA) Robert Beatty, Lee Patterson ONE WAY OUT (Rank F. D. A.) Jill Adams, Lyndon Brook GUNFIGHT AT INDIAN GAP (Rep.) (N) Vera Ralston, George Macready HELL SHIP MUTINY (Rep.) Jon Hall, John Carradine—66 min. (Rev. 12/6/57) FIGHTING WILDCATS (Rep.) Keefe Brasselle, Kay Callard
JANUARY	BLONDE BLACKMAILER Richard Arlen, Susan Shaw RAWHIDE BREED Rex Reason, Nancy Gates THE MAN FROM GOD'S COUNTRY (CS, color) George Montgomery, Randy Stuart	THE BRIDGE ON THE RIVER KWAI (CS, color) William Holden, Alec Guinness—161 min. (Rev. 11/20/57) RETURN TO WARBOW (color) Phil Carey, Catherine McLeod THE WORLD WAS HIS JURY Edmund O'Brien, Mona Freeman	SEVEN HILLS OF ROME (Technirama, color) Mario Lanza ALL AT SEA Alec Guinness THE SAFECRACKER Ray Milland, Barry Jones	SPANISH AFFAIR (color) Richard Kiley, Carmen Sevilla HIGH HELL John Derek, Elaine Stewart	SING, BOY, SING (CS) Tommy Sands, Lilli Gentle DIAMOND SAFARI Kevin McCarthy, Betty McDonald THE ENEMY BELOW (CS, color) Robert Mitchum, Curt Jurgen — 98 min. (Rev. 11/25/57) ESCAPE FROM RED ROCK Brian Donlevy, J. C. Flippen	THE QUIET AMERICAN Audie Murphy, Michael Redgrave GUN FEVER Mark Stevens, John Lupton TIGER BY THE TAIL Larry Parks, Constance Smith	THE TARNISHED ANGELS (CS) Rock Hudson, Dorothy Malone—91 min. (Rev. 11/15/57) ALL MINE TO GIVE (RKO) (color) Glynis Johns, Cameron Mitchell—102 min. (Rev. 10/30/57) MAN IN THE SHADOW (CS) Jeff Chandler, Orson Welles—80 min. (Rev. 12/2/57) THIS IS RUSSIA (color) documentary—67 min. (Rev. 12/6/57)	THE DEEP SIX (color) Alan Ladd	THE ASTOUNDING SHE-MONSTER (AIP) Robert Clarke, Kenneth Duncan THE SAGA OF THE VIKING WOMEN AND THEIR VOYAGE TO THE WATERS OF THE GREAT SEA SERPENT (AIP) Abbey Dalton, Susan Cabot ACROSS THE BRIDGE (Rank F. D. A.) Rod Steiger, Marla Landi—103 min. (Rev. 11/7/57) THE BOLSHOI BALLET (Rank F. D. A.) (color) SCOTLAND YARD DRAGNET (Rep.) Roland Culver, Patricia Roc THE MISSOURI TRAVELER (BV) (color) Brandon DeWilde, Lee Marvin
FEBRUARY	IN THE MONEY Huntz Hall, Stanley Clements THE BEAST OF BUDAPEST Gerald Milton, Greta Thyssen COLE YOUNGER, GUNFIGHTER (CS, color) Frank Lovejoy, Abby Dalton	BONJOUR TRISTESSE (CS, color) David Niven, Deborah Kerr BITTER VICTORY (CS) Richard Burton, Ruth Roman CRASH LANDING Gary Merrill, Nancy Davis HOW TO MURDER A RICH UNCLE (CS) Charles Coburn, Wendy Hiller — 80 Min. (Rev. 11/7/57)	THE BROTHERS KARAMAZOV (color) Yul Brynner, Maria Schell UNDERWATER WARRIOR (CS) Dan Dailey, Claire Kelly	DESIRE UNDER THE ELMS (VV) Sophia Loren, Anthony Perkins WILD IS THE WIND (VV) Anna Magnani, Anthony Quinn — 110 min. (Rev. 12/11/57)	A FAREWELL TO ARMS (CS, color) Rock Hudson, Jennifer Jones — 159 min. (Rev. 12/19/57) THE GIFT OF LOVE (CS, color) Robert Stack, Lauren Bacall CATTLE EMPIRE (CS) Joel McCrea, Phyllis Coates PLUNDER ROAD Gene Raymond, Wayne Morris	WITNESS FOR THE PROSECUTION Tyrone Power, Marlene Dietrich — 114 min. (Rev. 11/27/57) FORT BOWIE Phil Carey, Jan Harrison LOST LAGOON Jeffrey Lynn, Peter Donat	THE GIRL MOST LIKELY (RKO) (color) Jane Powell, Keith Andes — 98 min. (Rev. 12/17/57) FLOOD TIDE (CS) George Nader, Cornell Borchers TOUCH OF EVIL Charlton Heston, Janet Leigh	DARBY'S RANGERS (color) James Garner, Etchika Choureau FORT DOBBS Clint Walker, Virginia Mayo	JET ATTACK (AIP) John Agar, Audrey Totter SUICIDE BATTALION (AIP) Michael Conners, John Ashley THE LIGHT IN THE FOREST (BV) (color) James MacArthur, Joanne Dru THE STORY OF VICKI (BV) Romy Schneider SMILES OF A SUMMER NIGHT (Rank F. D. A.) Ulla Jacobsson, Eva Dahlbeck

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

et Off 'Panic Button,' dvises Leo McCarey

Special to THE DAILY

HOLLYWOOD, Dec. 22. — Stop ressing the "panic button," urges eo McCarey. His admonition was irected to men in the industry who re airing their woes in public.

"Power of suggestion is a strong rce," he says. "If the paying public egins to sense a crumbling of faith men behind the product, the prodct will suffer. Because of a receson at the boxoffice must we kneel nd whimper before the very persons e are trying to lure back into the eatres?"

Look' Poll

(*Continued from page* 1)

ritics chose **Omnibus** as the best ducational series and Bishop Sheen's ife **Is Worth Living** as the best eligious series. Bishop Sheen was elected despite the fact that his show eft the air early in the year.

The Awards announcement appears in the issue of Look out today. Other repeat award winners from 956 were **Disneyland** for the best hildren's series. **See It Now** for the est public affairs series, the **Perry omo Show** for the best musical eries and **I've Got A Secret** for the est quiz or panel series.

Phil Silvers and Alfred Hitchcock ere also honored again, Silvers' poof of Army life winning the Look ward for the best situation comedy eries and **Alfred Hitchcock Presents** esignated as the best half hour ramatic series.

'Playhouse 90' Repeats

Another repeater, **Playhouse 90,** vas named the best hour-or-more ramatic series while the **Jack Benny how** replaced the departed "Caear's Hour" as the year's best straight omedy series.

On a one-time basis, the Hallmark all of Fame presentation of **"Green astures"** was hailed as the best ramatic show, and the Bing Crosby, rank Sinatra, Rosemary Clooney **Edel Show** walked off with honors for he best musical show.

Other award winners were the **teve Allen Show** for the best variety eries, Jack Paar's **Tonight** for the est novelty series and the **World eries,** named as both the best sports eries and the best special programs.

The Look TV Awards will be preented on the Perry Como Show of aturday, Dec. 28. All award winners re expected to appear on the program.

EVERY DAY ON EVERY CHANNEL TV
BROOKS COSTUMES
3 West 61st St., N.Y.C.
Tel. PL. 7-5800

Television Today

NTA 'Champagne' Now In 50 TV Markets

With 16 sales made within the past two weeks, National Telefilm Associate's "Champagne Package" of 58 feature films is now sold in a total of 50 television markets, Harold Goldman, NTA executive vice-president, announced at the weekend.

The most recent "Champagne Package" purchasers include KMOX-TV, St. Louis, Mo.; WGN-TV, Chicago; KPIX, San Francisco; WWJ-TV, Detroit; KUTV, Salt Lake City; KWTW, Oklahoma City; KOTV, Tulsa; KROD-TV, El Paso; WELN-TV, Bloomington, Ill.; KOIN-TV, Portland, Ore.; KTVK, Phoenix; KGNC, Amarillo, Tex.; WKZO-TV, Kalamazoo, Mich.; KLRJ-TV, Las Vegas; and KTWO-TV, Casper, Wyo.

Five Features Listed

Included in the "Champagne Package" are such features as "High Noon," "Spellbound," "The Bells of St. Mary's," "The Third Man," and "To the Shores of Tripoli." When "Bells" was telecast in New York City by WRCA-TV, Goldman said, the film received a 17.2 Trendex with a 38.8 share of audience. Similar high ratings have been recorded in other cities.

Eells to L. A. for Conferences on TV

Bruce Eells, executive vice-president of United Artists Television, leaves here today for Los Angeles, where he will meet with motion picture producers who are going to provide subjects for the "United Artists Playhouse" series, as well as other television projects.

Ahead of Schedule, He Says

Eells, who indicated last week that the first UA television films might be delivered as soon as April, prior to his departure said that he was "confident UA Television will be more than ready for the mid-February selling season with several properties. We are well in advance of our hoped-for schedule because production discussions have accelerated tremendously."

W.V. Station Joins CBS

WBOY-TV, Clarksburg, West Virginia, has joined the CBS Television Network as a secondary interconnected affiliate, it was announced at the weekend by Edmund C. Bunker, CBS-TV vice-president and director of station relations. The station will be interconnected via off-the-air pickup from WSTV-TV, Steubenville, Ohio.

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports. (Results of this year's poll will be published early in January.)

Don Dornbrook, Milwaukee Journal, Milwaukee: The craze for following trends—one western succeeds, so we get 30—should be discouraged. Canned laughter should be relegated to the can. Commercials shouldn't be louder than the shows themselves. Guest star madness—names for the sake of names—should be discouraged; guests are fine when they fit parts writers have written for them in advance, but not when they're thrown in to juice up the rating. Placing Steve Allen opposite Ed Sullivan, etc., is an injustice to viewers. Summer re-run madness ought to be discouraged.

Norman Shavin, The Atlanta Journal, Atlanta: TV's chief fault is its worship of imitation, seconded only by its slavish obeisance to the comments of New York critics only. It has also underestimated the American intelligence, is victim of agency creation (needs its own creative units), insists on confining (generally) probing programming to poor hours on Sunday, and is too much concerned with TV as an entertainment toy and not enough with TV as perhaps the most powerful communications-education medium extant. NBC-TV should be commended for its E-TV unit but there is general condemnation for TV's failure to see TV as a medium for "live" imaginative proprograms as against the financial benefits of re-run films.

Allen Boam, Berkeley Daily Gazette, Berkeley, Calif.: More televised local sports.

Donald Freeman, San Diego Union, San Diego, Calif.: Tone down on commercials, make them more palatable, more dignified, less vulgar.

Dot Louviere, Daily Iberian, New Iberia, La.: I wish something would be done to improve the summer viewing. There are too many repeats. This summer I saw one story shown three times! New talent and programs should be tried out.

Bob Brock, Dallas Times Herald, Dallas: Too much dictatorship by advertiser. Nothing new being created because networks finding it harder to sell unproven shows. Swing to film deplorable. Rash of westerns depressing. Need more "live" TV to put life back into TV.

Gladys Quilliam, Beaumont Journal, Beaumont, Tex.: Fewer westerns, a let-up on quiz shows, more live interviews with outstanding personalities, more really good drama, more programs of the type Leonard Bernstein did, would improve TV listening.

Helen W. Rogers, The News Tribune-Sunday Ledger, Tacoma, Wash.: It really is a shame that the top dramatic shows are telecast so late at night and have to be missed by the early-risers. Also, televiewers would appreciate it if first-class movies would be spaced for showing throughout the month rather than lumped together for airing during survey week.

Telemovies

(*Continued from page* 1)

cerning the service, 31 claimed they liked it.

Two subscribers who have been taking the service for two months said they have watched three programs during that time and wished a better method of payment could be developed. Four others said they liked the programs but thought the service "much too expensive."

One person did not like the system but said he would continue it until he found out if it would be a success or not. He said he wanted to support the project because he was "civic minded."

A telemovie official, meanwhile, has indicated the system will operate at least for one year, and possibly longer.

Wallace Is Temporary Bartlesville Replacement

Special to THE DAILY

BARTLESVILLE, Okla., Dec. 22. —Wayne Wallace has been named as a temporary replacement for Phil Hays, manager of Video Independent Theatre's operations here. Hays, who tendered his resignation last week for "personal reasons," had been in direct charge of this city's telemovie project since its inception.

Video will name a permanent Bartlesville manager shortly after the first of the year. Prior to his temporary appointment, Wallace had been assisting Hays in promoting telemovies.

National Pre-Selling

ANNA Magnani, Anthony Quinn and Anthony Franciosa are the stars of "Wild Is The Wind," the Hal Wallis film which has been given an upbeat review in the December 16 issue of "Life." These three forceful performers were photographed by "Life" in some of the picture's highly emotional scenes. They made up the pictorial portion of the review.

•

"A light, romantic musical as good as this one is welcome in April or any time of the year," is Florence Somers' impression of "April Love," in the December issue of "Redbook." "It has a great deal of bounce and charm, plus settings in the lush Kentucky horse country and some catchy tunes sung by Pat Boone and Shirley Jones."

•

"McCall's," which serialized James Michener's "Sayonara," sent a reporter to the home of Red Buttons, who plays Kelly in this Warner film. The result of the visit appears in the December issue. When the reporter arrived at Red's home in New York, she had to leave her shoes at the door and don cloth slippers. It is a custom Red learned in Japan and he says, "Why track in a lot of germs from the street onto your living-room rug?" Miyoshi Umeki, the Japanese girl who played Red's wife in "Sayonara," was also a guest at the home of Mr. and Mrs. Red Buttons.

•

"'The Bridge on the River Kwai' is a movie destined to become a classic," forecasts "Look's" reviewer in the December 24 issue. "It is a story of British army prisoners who build a railway bridge in Burma for their Japanese captors, only to have the bridge blown up at its moment of completion by British commandos. The movie explores the complex codes of Britain's and Japan's military castes and the way these rules can lead to actions of mocking futility."

•

Joseph Mankiewicz is shown instructing Georgia Moll, his feminine star of "The Quiet American," in the "Hollywood Scene" department of "Seventeen's" December issue. She is of German-Italian descent and selected because she was more suitable for the role than an Oriental actress. The male stars are Audie Murphy and Michael Redgrave. The entire picture was filmed in Indo-China.

•

Pat Boone, star of "April Love," is profiled in the December issue of "Coronet." Pat is a direct descendent of Daniel Boone, and was born in Nashville, Tenn., in 1934. He is a senior at Columbia University and working toward a Phi Beta Kappa key. He is the father of three children and his wife expects the fourth at the time of his graduation in February.

WALTER HAAS

Stellings Sees Good Prospects for New Yea

(*Continued from page* 1)

Hollywood, and the heads of the motion picture companies," Stellings said. "Definite release dates have been announced for the complete 1958 period in which the features will be available for showing to the public. An increase of pictures in color will be noted also."

(Ed. note: Stellings presumably has reference to the 1958 spaced release schedules recently supplied Leonard Goldenson and Edward Hyman of AB-PT by distributors following extended meetings. These schedules, however, were not the result of "pressure" but, rather of joint cooperative discussions, with Hyman assuring the distributors that in return he will endeavor to obtain exhibitor support for "orderly" release in the form of extended playdates and extra advertising and promotion efforts.)

Modernization Stressed

Another facet of the movie-going campaign by theatre owners includes the erection of new theatre properties and the modernization of existing properties, as well as the elimination of obsolete theatres that are no longer performing their true entertainment and community function, the TOA head declared. "Like any other virile industry, changes must be made to keep up with changing conditions. Therefore, economically unsound operations must be eliminated. New ventures and new theatres will have to be launched from time to time to meet the public's needs," Stellings added.

Trade Show Sales High

"The recent trade show held in conjunction with the TOA convention, was the scene of tremendous interest in the new theatre equipment being currently marketed. 'On the spot sales were the highest in many a year,' so stated a leading manufacturer who exhibited his equipment at the convention trade show in Miami Beach.

Optimistic Regarding 1958

"Critics who look at *only* the total business failures get a distorted picture of the American economy. The same distortion applies to those who point only to the number of theatres closing for various reasons. As a matter of record, the number of theatres operating today varies only slightly in comparison to the number of "going" theatres ten years ago, despite the intense growth of competition for the leisure time of Americans. Gross boxoffice receipts in the last few years have been climbing steadily from the low reached in 1952. For the year ending 1957, it is expected that gross receipts will approximate the level reached in 1956. For 1958, however, theatre men are optimistic and believe that boxoffice grosses will improve considerablv.

Cites 'Two Major Shifts'

"Keeping pace with the two major shifts in the American pattern of living, the trend to suburbia and the disappearance of domestic help, the motion picture theatre industry has witnessed a great upsurge in drive-in theatres, which brings the theatre close to the family, . . . and, the whole family to the theatre. Four thousand new and modern constructions have been completed in the last decade, all of them only a short pleasant ride away from the homes they serve, equipped with playgrounds and other devices for complete family comfort and pleasure.

"We, the theatre owners, are disturbed by the unreliable and
simistic reports recently circula
One writer recently went so fa
to say that the motion picture
dustry is 'teetering on a cliff—
no certainty it will be saved'.
view is not shared by the
minded working showmen who
and operate the nation's 19,000
tres, nor is it shared by Eric J
ston, president of Motion Picture
sociation of America, who rece
stated at the TOA convention,
'Hollywood, today, is investing
money in feature productions
ever before. It is only at the the
boxoffice that this huge investr
can be recouped.'

Points to Fox and UA

"Also, Spyros P. Skouras, presi
of 20th Century-Fox has reasse
his faith and optimism in the mo
picture industry and theatre exh
tion by earmarking an unpreceden
investment of $65,000,000 for 65
tures to be produced and relea
in 1958. United Artists has sch
uled for 1958 16 super attract
with an investment of $47,500,
The previous year they released
big films.

"Competition from other en
tainment media and competition
the public's leisure time will ca
changes which will strengthen the
dustry, ultimately. The nation's sh
men are prepared.

'So Much for So Little'

"An industry that provides en
tainment for millions of people we
ly will continue to prosper.
Theatre Owners of America, w
$2,500,000,000 invested in brick
mortar are building from a f
foundation to new horizons. G
quality attractions, now schedul
mean top attendance at the boxoff
Where else can the public get
much for so little? The public kn
that they can 'Get More Out
Life by Going Out to a Movie'.
future is bright and the marqu
will sparkle and glow at the lo
motion picture theatre," Stellings c
cluded.

Film Income at $136,419,000

(*Continued from page* 1)

businesses which operated as partnerships or those classified as individual proprietorships.

Of the total number of returns, 1,710 were filed by production companies, reporting total receipts of $1,175,168,000 and net income of $86,559,000. Some 4,002 returns were filed by exhibition firms, with $1,001,326,000 in total receipts and net income of $49,860,000.

3,183 Show Net Income

The Internal Revenue breakdown said that of the 5,712 returns, 3,183 returns showed a net income. These returns reported total receipts of $1,863,628,000 and net income of $166,736,000, with federal income and excess profits tax payments of $73,987,000. In production, 845 of the 1,710 returns showed a net income; these returns had receipts of $1,014,627,000, and income of $105,801,000. In exhibition, 2,338 of the 4,002 returns showed a net income, reporting $849,001,000 in receipts and $60,935,000 of income.

The figures indicated that 2,529 returns showed no net income or a net loss. These returns would involve an over-all net loss of $30,317,000 on total receipts of $312,866,000. Some 865 production returns would be involved, with total receipts of $160,541,000 and a net loss of $19,242,000, and some 1,664 exhibition returns, involving total receipts of $152,325,000 and a net loss of $11,075,000.

$69,337,000 for Advertising

In 1953, industry firms filed 3,215 returns showing net income, reporting total receipts of $1,550,103,000 and net income of $120,092,000, and 2,903 returns without net income, including total receipts of $426,612,000 and a net deficit of $26,077,000.

The government figures showed that the corporations covered on the 1954 returns spent $69,337,000 on advertising.

Movies Look Healthy To Columnist Sobol

**"Hang No Crepe for Movies" w
the title of Louis Sobol's "New Y
Cavalcade" column in Frida
Journal-American.**

**"There's no need for pallbear
for the movie industry," wrote Sob
"not when five pictures of t
sparkle and magnitude of "The Brid
on the River Kwai," "Raintree Cou
ty," "Sayonara," "Peyton Place" a
"Wild Is the Wind" come across t
big screens. All five will be close co
tenders for Oscar awards—but th
doesn't arouse as much interest fro
this department as the magnifice
quality, the superb direction and pe
formances."**

A Merry Christmas

MOTION PICTURE DAILY

A Merry Christmas

VOL. 82, NO. 121 NEW YORK, U.S.A., TUESDAY, DECEMBER 24, 1957 TEN CENTS

Enthusiastic

COMPO to Give Academy Full Support

Endorses Telecast, Urges Cooperation by Theatres

Enthusiastic support of the Academy Awards telecast, March 26, has been voted by the Compo executive committee, it was revealed yesterday by Robert W. Coyne, special counsel. The committee has authorized the full use of the Compo staff and its facilities in obtaining the cooperation of the theatres of the country in the promotion.

Robert W. Coyne

"Inasmuch as this event will un-

(*Continued on page* 5)

Reade Theatres Will Show Academy Awards

"Academy Award Night" will be celebrated at all Walter Reade Theatres on Wednesday evening, March 26, 1958, it was announced yesterday by Walter Reade, Jr., circuit

(*Continued on page* 5)

TRADEWISE
on page 2

Television Today
on page 5

Anti-Toll TV L. A. Unit Set

From THE DAILY Bureau

LOS ANGELES, Dec. 23 – The board of directors of the Southern California Theatre Owners Association on Thursday will announce ways and means of continuing the fight to upset the city ordinances adopted last week, empowering Skiatron and Telemeter to install and op-

(*Continued on page* 6)

Twelve Christmas Starts Are Set for 'Raintree'

Twelve Christmas openings for "Raintree County" with the Camera 65 prints have been set along with three New Year's openings.

Two of the new engagements will

(*Continued on page* 6)

Helping, Not Hurting Theatres, TV Claims

Special to THE DAILY

CINCINNATI, Dec. 23.–To correct any misunderstanding and to clarify any issues still in doubt concerning WKRC-TV's recent billboard campaign, which received wide publicity in the trade press, officials of the local TV station have written to

(*Continued on page* 6)

Clevelanders Discussing Promotional Campaign

Special to THE DAILY

CLEVELAND, Dec. 23. – How to get an institutional advertising campaign underway for theatres, how long it should run and how much money can be raised to carry it on, were discussed last week at a meeting in the

(*Continued on page* 6)

Christmas Starts Early at Box Offices Around Country; New Product Strong

Bucking what is usually termed "poor pre-Christmas week business," a number of new releases have turned in some handsome grosses both here and throughout the country during the past several days.

Twentieth Century-Fox had plenty to shout about with two of its releases–"Peyton Place" and David O. Selznick's "A Farewell to Arms." Playing on a roadshow basis in eight Los Angeles theatres simultaneously, "Arms" is heading for at least $100,000 in its first week, which is about 250 per cent over normal business. Typical "Peyton Place" grosses were $13,044 for the initial weekend at the Capitol Theatre in Washington, D. C.; $22,336 for the two day opening at three Miami theatres; and $40,000 for the past Saturday and Sunday at the Roxy Theatre here.

Columbia's "The Bridge on the River Kwai," which opened here last Wednesday at the RKO Palace, here grossed more than $18,000 for its first six performances.

MGM, too, got a Christmas present a few days early with the "excellent" business done by "Raintree County" at two theatres here. For the three days ending Sunday, Loew's State took in $25,000 and the East-Side Plaza $8,000 with the Civil War epic.

Around the block waiting lines have been the rule during the past few days at Radio City Music Hall. The combination of Warner Bros. "Sayonara" and the Hall's annual Christmas spectacular was the big attraction. No figures were available at press time. It was stated the theatre on Thursday, Friday and Monday will open at 6:45 A.M., on Saturday at 7:15 and on Sunday at 11 A.M. Opening on Tuesday, New Year's Eve, is set for 8:45 A.M., with an extra show at midnight. A 9 A.M. start is scheduled for New Year's Day.

For Economy

Nat. Screen And NFS Set Merger Plan

Robbins, Clark Will Join Forces for Film Handling

National Screen Service and National Film Service are nearing agreement on a plan whereby NSS will acquire 50 per cent of the stock of NFS for physical handling of prints, trailers and accessories on a joint basis. All the "back room" service performed at exchanges will be taken care of by the newly aligned companies.

Herman Robbins

National Screen Service, headed by Herman Robbins, distributors of advertising accessories for many years, and National Film Service, organized by James P. Clark about ten years ago, issued a joint statement in which they said "the present status of the distribution business calls for a joining of hands to fill an urgent need

(*Continued on page* 6)

St. Paul Grosses Hold Strong in News Strike

Special to THE DAILY

ST. PAUL, Dec. 23.–A week-long strike, which has shut down the St. Paul "Pioneer Press" (A.M.) and "The Dispatch" (P.M.) has failed to make an appreciable dent in first-run theatre grosses.

Although pre-Christmas grosses are normally low in both St. Paul and its Minneapolis twin, Minnesota Amuse-

(*Continued on page* 6)

Merry Christmas United Artists

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox; W. C. MICHEL, executive vice-president; JOSEPH MOSKOWITZ, vice-president; DONALD HENDERSON, treasurer, and ALEX HARRISON, general sales manager, have returned to New York from the Coast.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager; EDWARD MOREY, vice-president; ROY M. BREWER, manager of branch operations; ARTHUR GREENRLATT, sales executive, and L. E. GOLDHAMMER, Eastern district manager, have returned to New York from Chicago.

•

GOV. CARL MILLIKEN and MRS. MILLIKEN have left Larchmont, N. Y., for Springfield, Mass., where they will make their home. GOV. MILLIKEN was an official of the old Motion Picture Producers and Distributors of America.

•

BERNARD M. KAMBER, executive assistant in charge of the Hecht-Hill-Lancaster New York office, has arrived on the Coast from here.

•

GORDON CRADDOCK, assistant to the general sales manager of Rank Film Distributors of America, has returned to New York from Dallas.

'Arms' Roadshow Plans Disregard Clearances

David O. Selznick's novel releasing plan for "A Farewell to Arms," which disregards established clearances, will be extended throughout the country, with either Chicago or Milwaukee areas as the next choices.

"Arms" opened at Grauman's Chinese Theatre, Los Angeles, Dec. 18, and the following day in seven other houses in Inglewood, Sherman Oaks, Westwood, Glendale, Pasadena, Long Beach and downtown Los Angeles—all on a roadshow basis at advanced prices, with the starting times stated in the local press.

This method will be used in all of California. Forty-four theatres are scheduled to open the picture before Jan. 1, with the rest of the country following shortly thereafter.

No Paper Tomorrow

Tomorrow being Christmas Day, a legal holiday, Motion Picture Daily will not be published.

TRADEWISE

By ONLOOKER

THE New York World-Telegram and The Sun's Joe King interviewed Matty Fox the other day on his plans for wiring up Los Angeles preparatory to putting into effect his Skiatron toll tv deal covering Dodgers baseball games. Fox revealed the arrangement with the ball club depends "on whether we go over the air or on cable." He was then asked if that meant that the ball club's share of receipts would be reduced in the event the government prohibited use of the free air for toll tv and forced Skiatron into the far more costly closed circuit operation. Fox thought he had said enough, leaving the clear inference that such would be the case. . . . He was next asked about the cost of installation—how much does a set owner pay to begin with in order to pay for programs? Fox declined to go into that but, when reminded Skiatron would have to put such details before the public in the event a referendum on pay tv is approved and the issue put up to Los Angeles voters next June, he said Skiatron would take paid newspaper advertising space for the purpose. Then why not give them the lowdown now? Nothing doing, replied Fox. . . . Looks like Skiatron might run into as much trouble getting started in Los Angeles as are the Dodgers.

THAT BBC deal with Robin International for 100 RKO films to be televised shocked the British film trade. It came right in the midst of efforts to reach an agreement with the tv networks for the showing of films during off-hours only, to avoid direct, serious conflict with theatres. After the BBC deal, commercial tv spokesmen said they must be in a position to compete with BBC and could agree to no restrictions on when they showed feature films on tv. . . . Nevertheless, British exhibitors remain optimistic, believing the BBC can be induced to accept the control plan. Realists, however, looking at the experience of America, feel the BBC deal has opened the flood gates and that more and more films will be offered to the rapidly expanding, hungry for program material, British tv networks. . . . Sam Eckman, British managing director for M-G-M for 30 years, and now an independent trade consultant in London, has been made Magna Theatres Corp. representative there by George Skouras, president. Eckman also is British representative for Stanley Kramer, Otto Preminger and Henry Fonda, and is a member of the board of Halas & Batchelor Cartoon Films.

THOSE RETORTS of leading Hollywood figures to the recent forecast of industry collapse by Ed Silverman of Chicago were given a nice play nationally by the wire services and newspapers all over the country the past weekend. Almost overcame the damage done by the original. Among those participating in the rebuttal were Cecil B. DeMille, Samuel Goldwyn, Jerry Wald, Jack L. Warner and Albert Zugsmith. Good, solid, up-beat statements all of them. . . . There are a few now who say that Silverman's downbeat industry publicity was a good thing. Good only because it stirred some key industry people to action and made others so mad they're out to prove Silverman wrong by working harder. . . . Charles M. Reagan officially ended his M-G-M association yesterday. He has established offices in Frank C. Walker's Comerford Theatres quarters at 1600 Broadway. Both Walker and Reagan are trustees of the University of Notre Dame. Reagan plans to do some work for the University in that capacity, in addition to taking care of family theatre interest and private activities. . . . The death of Louis B. Mayer has brought about the withdrawal of the suit that had been filed by Helen and Louis Brandt last summer for recovery on behalf of Loew's stockholders of payments made to Mayer by the company as participation in earnings of MGM pictures. Saul Rogers was attorney for the plaintiff.

National Board Picks 'Kwai' as Year's Best

"The Bridge on the River Kwai" has been chosen the best picture of 1957 by the Committee on Exceptional Films of the National Board of Review of Motion Pictures. Henry Hart, chairman of the committee and editor of the Board's magazine, "Films in Review," said that the Sam Spiegel Columbia release was "an outstanding example of a motion picture telling a story primarily by means of visual images—artfully arranged."

The Board's list of 1957's ten best movies follows: 1) "The Bridge on the River Kwai"; 2) "Twelve Angry Men"; 3) "The Spirit of St. Louis"; 4) "The Rising of the Moon"; 5) "Albert Schweitzer"; 6) "Funny Face"; 7) "The Bachelor Party"; 8) "The Enemy Below"; 9) "A Hatful of Rain"; 10) "A Farewell to Arms."

The Board chose Carl Th. Dreyer's "Ordet" as the best foreign film shown in the U.S. during 1957. The Board's choices for the other best foreign films were: 2) "Gervaise"; 3) "Torero"; 4) "The Red Balloon"; 5) "A Man Escaped."

Lean Cited for 'Kwai'

David Lean was named best director of the year for "The Bridge on the River Kwai."

Joanne Woodward was chosen as the year's best actress for her performances in "The Three Faces of Eve" and "No Down Payment."

Alec Guinness was voted the year's best actor for "The Bridge on the River Kwai."

Dame Sybil Thorndike was chosen 1957's best supporting actress for her performance in "The Prince and the Showgirl" and Sessue Hayakawa the best supporting actor for his performance in "The Bridge on the River Kwai."

A special citation of merit was bestowed on "Funny Face" for its photographic innovations.

Filmack Pushes Slogan

A new full-color trailer bearing the industry's new "Get More Out of Life . . . Go out To A Movie" slogan is now available to all theatres, it was announced yesterday by the Filmack Trailer Company.

NEW YORK THEATRES

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Rockefeller Center • CI 6-4600
MARLON BRANDO
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In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

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PEOPLE

Norwood L. Simmons, chief engineer of the West Coast division of Eastman Kodak Company's motion picture film department, has been named assistant manager of the division, **Vaughn C. Shaner** will succeed him as chief engineer.

Additionally, the company has announced that **Henry C. Dixon,** credit office supervisor of EKC has been appointed assistant regional credit manager of the company's Western region.

□

Gregorio Wallerstein has been re-elected president of the Mexican Picture Producers Association. Re-elected also were **Santiago Recchi** and **Cesar Santos Galindo,** vice-presidents, and **Alfonso Rosas Prieto,** treasurer.

□

Milt Watt, formerly studio advertising-publicity director for Republic Pictures, has been named vice-president of Goodman Advertising, Inc., Hollywood. **Bernice Walker** has been appointed media director.

□

Hazel Phinney is terminating operations of her Fox Secretarial Service, Detroit, after nearly 25 years, during which she served circuits, theatres, theatrical lawyers and trade papers as motion picture publicist.

Judge Coxe Dead, Jurist In Film Litigation

Judge Alfred C. Coxe, a retired judge of the Federal Court for the Southern District of New York, who presided in many motion picture industry trials, died last Saturday at the age of 77 in his home at Old Lyme, Conn.

Judge Coxe replaced the late Judge John Bright on the Federal statutory court which had jurisdiction for years in the U. S. vs. Paramount anti-trust case and the enforcement of the ensuing Federal consent decrees in that prolonged industry litigation which brought about divorcement of affiliated theatres.

Judge Coxe also was the presiding jurist in the Paramount proceedings in reorganization under Section 77-B from 1933 to 1935.

Funeral services were held for Judge Coxe yesterday at the Old Lyme Presbyterian Church. Burial will be in Utica, his native city.

British Trade Dismayed by RKO Sale To TV; See Blow to Control Plan

By PETER BURNUP

LONDON, Dec. 23–Like a bolt from the blue and to the consternation of the whole trade came the announcement that the British Broadcasting Company had acquired television rights to 100 "of the best films in the RKO-Radio library."

Ironic salt was rubbed into wounds with the additional announcement that the first of the films would be shown on Saturday, January 11, at 9 p.m. As recently reported, officers of the Cinematograph Exhibitor's Association had just succeeded in persuading the Association to drop its "head-in-the-sand" attitude towards TV and to negotiate a reasonable control release of films to the networks. The essence of the control would be that films would not be televised at peak screening hours in theatres.

BBC Attitude Firm

It is clear now that the ninth-hour repentance of theatremen came too late. The BBC had been very patient with the film industry throughout a succession of unrewarding talks. The corporation's patience became exhausted and it is obviously now determined to go its own way and without by or leave from demanding and obdurate theatremen.

"The deal places no restriction on how or when we show the films," said a BBC spokesman. The intention is that the screening of the films will be spread over seven years and showings on Saturdays will alternate with a series of live stage plays.

The gravity of the situation as far as theatremen are concerned is increased by the fact that the commercial TV networks will not allow the BBC to have a monopoly of the most favored screening time of the week. They will insist on televising films as and when they please.

Leaders of the film trade are agreed on the magnitude of the threat which now faces them. None will venture momentarily to calculate that magnitude. It could lead to a decline in theatre admissions in the millions, say some. Nevertheless, and in spite of bitterness at the consequences of the attitude of those "ostrich-headed" exhibitors, the Five Associations' committee will continue to endeavor to arrive at an understanding with the networks.

Jan. 13 Discussion Slated

As previously announced, the British Film Producers Association will have a special meeting to debate the matter on January 13, following which the Five Associations will again take up the cudgels in behalf of their constituents.

Meanwhile, the sands appear to be running out in disastrous fashion. The Parliamentary Secretary to the Board of Trade has just told the House of Commons that no fewer than 244 cinemas closed down during the year ended March 31, 1957. The provisional figure of closings for the period April 1 to December 12, 1957, totalled 108.

'Cinemiracle' Will Open At Oslo Early in April

Elmer Rhoden, president of National Theatres, Inc., is back from a European trip during which he discussed plans for the openings of "Cinemiracle Adventure."

Negotiations were completed with Norwegian authorities for an opening early in April at Oslo. This will probably be the European premiere. Discussions were also held with English and French exhibitors and producers.

Rhoden expressed his appreciation for the enthusiasm shown following the recent demonstration here.

"We must bring new and exciting ideas to the screen if we want to perpetuate and save the motion picture industry," he said. "Everyone tells me that our new medium is one way of doing this."

Name Committee for Japanese Film Week

Eric Johnston, president of the Motion Picture Association of America, and Ambassador of Japan, Koichiro Asakai, will head the cooperating committee for the second annual Japanese Film Week to be held here beginning Wednesday, Jan. 22, and continuing Jan. 23, 24, 29, 30 and 31 at the Museum of Modern Art.

Fourteen on Committee

Other members of the cooperating committee, all interested in Japanese art forms, include Joshua Logan, Norman Cousins, Samuel Goldwyn, William Holden, James A. Michener, Marlon Brando, Wallace K. Harrison, Raymond Loewy, Dr. Hugh Borton, Henry Dreyfuss, Donald Keene, Arthur B. Foye, Harold Strauss and Harold G. Henderson.

. . . NEWS ROUNDUP

'Paths' Opens Here Tomorrow

The Broadway premiere of "Paths of Glory" starring Kirk Douglas, Ralph Meeker and Adolphe Menjou will be held tomorrow at the Victoria Theatre. A United Artists release filmed overseas by Bryna Productions, "Paths of Glory" co-stars George Macready, Wayne Morris and Richard Anderson.

■

Science-Fiction Film Set

"The Girl From 5,000 A. D.," a La Jolla Production for release by American-International, will go before the cameras Jan. 6 at the Shamrock Studios in Winter Park, Fla. An original screenplay by Robert J. Gurney, who will also produce and direct the science fiction thriller, it deals with a scientist who develops a technique for discovering and returning future civilizations to the present.

■

Imports to Mexico Estimated

Imports of pictures to Mexico this year will approach 1,600, it is estimated by the National Cinematographic Board. Of these pictures, Hollywood supplied 85.8 per cent; France, 8.2, and England and Italy, two. Imports duties on the films brought in amounted to about $36,000.

■

Ellis House to Art Policy

A. M. Ellis Theatres, Philadelphia, is converting its Regal in the Oxford Circle section of the city to a foreign film policy. It will be the first art film house in that section of the city. To play day and date with Ellis' Bala in suburban Bala-Cynwyd, the new policy for the Regal will be inaugurated on Christmas Day with the showing of "Cabiria" scheduled for the holiday.

■

SBA Loan to Capital Firm

The Small Business Administration has approved a $300,000 loan to Capital Film Laboratories, Inc., of Washington, D.C., a commercial motion picture laboratory. The funds will enable it to acquire additional facilities and equipment. A local bank is taking a 25 per cent share of the loan.

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Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres --- original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Better Refreshment Merchandising --- monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

MOTION PICTURE DAILY

Providing the industry with immediate spot news coverage, fully --- and accurately --- with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC

Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC

Statistical annual of the television and radio industry --- a complete reference book on its companies, activities, personalities.

FAME

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.

COMPO Aid

(*Continued from page* 1)

doubtedly draw one of the largest TV audiences on record and center attention on the outstanding films now being shown in the nation's theatres, it deserves the wholehearted support of every exhibitor," Coyne said. "It provides him with a wonderful opportunity to let the public know that the Awards given are for pictures that may only be seen in the theatres."

In casting their votes authorizing Compo's participation, members of the executive committee commented as follows:

Robert J. O'Donnell, general manager of Interstate Theatres, representing the International Variety Clubs: "As a representative of a charter membership in Compo, I heartily endorse the sponsorship of the Academy Awards telecast on March 26."

By All Means, Says Harrison

Alex Harrison of 20th Century-Fox, as chairman of the MPAA general sales managers committee: "By all means we endorse an all-out effort of the Compo organization to support the Academy Awards telecast in any way they possibly can."

Walter Reade, Jr., as a representative on the committee of TOA: "I agree with enthusiasm regarding the sponsorship of the MPAA committee suggestions concerning the Academy Awards telecast. . . . I hope it's a big hit in our industry."

Ellis Arnall, president of the Society of Independent Motion Picture Producers, as a member of the committee representing that organization: "Delighted MPAA to sponsor Academy Awards telecast. As a member of the executive committee, heartily approve and urge facilities and staff of Compo cooperation and help in all possible ways. Theatre cooperation should be sought."

Brandt Sees Industry Waking Up

Harry Brandt, representing the Independent Theatre Owners Association: "I am very much in favor of the plans. I think the industry should be congratulated at long last in waking up and sponsoring our own business."

Paul Hance, Producer

BINGHAMTON, N. Y., Dec. 23—Paul D. Hance, Jr., 55, president of Paul Hance Productions, Inc., New York City, producer of non-theatrical films, died at Binghamton City Hospital Saturday from injuries received in an automobile accident near here on Dec 11. At the time of the accident he was en route to the Corning Glass Works at Corning, N. Y., to prepare production of an industrial film for that company.

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Telemovies' Product For January Listed

Special to THE DAILY

BARTLESVILLE, Okla., Dec. 23.—Feature film product for the two channels available to subscribers in the Telemovies experiment here has been announced for January, the system's fifth month of operation.

The list reveals that all producer-distributors who have been participating heretofore will again be represented with product next month.

Features for the "A" channel include "Perri," Buena Vista; "Slaughter on Tenth Avenue," Universal; "My Man Godfrey," Universal; "Cockleshell Heroes," Columbia; "The Strange One," Columbia; "The Deep Six," Warner Brothers; "Pal Joey," Columbia; "Land Unknown," Universal; "Gunsight Ridge," United Artists; "Doctor at Large," Universal; "Time Limit," United Artists; "Omar Khayyam," Paramount; "Autumn Leaves," Columbia, and "Sad Sack," Paramount.

13 on Secondary Channel

Features for the secondary channel are: "Botany Bay," Paramount; "Magnificent Obsession," Universal; "Track of the Cat," Warner Brothers; "Johnny Dark," Universal; "Elephant Walk," Paramount; "The Command," Warner Brothers; "The Silver Chalice," Warner Brothers; "Road to Bali," Paramount; "Tight Spot," Columbia; "Arrow Head," Paramount; "The Egg and I," Universal; "The Walking Hills," Columbia, and "The Eternal Sea," Republic.

A regular newsreel from Universal has been added to the secondary channel. The newsreel was started lost month but this is the first time it has appeared on the schedule.

Variety Type Not Popular

Apparently the variety programs that were bookeed during December did not receive favorable comment from subscribers because none were booked for January. Several subscribers were contacted by a MOTION PICTURE DAILY correspondent this week and the majority said they did not like that type of program but would rather have full-length features.

Reade Theatres

(*Continued from page* 1)

president. Two Reade theatres, the Asbury Park St. James and the Plainfield Strand, both in New Jersey, will present the telecast directly on their big theatre screens through the use of special large screen television equipment.

The other theatres in the Reade circuit will place television sets in various parts of the auditorium and lounge for patron viewing. All theatres will schedule their regular screen program to end at ten o'clock at which time the Academy Award telecast will commence. The local theatre managers and their staffs will circulate amongst the patrons explaining some of the awards and pointing out those films which will be coming to local theatres in the near future.

Coffee and cookies will be served to patrons without charge and an atmosphere of suspense and anxiety will be created similar to the theatres from which the telecast emanates.

Television Today

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports. (Results of this year's poll will be published early in January.)

Leslie A. Wahl, Saginaw News, Saginaw, Mich.: Over-balanced amount of film in use this season.

Bob Foster, San Mateo Times, San Mateo, Cal.: The television industry showed some new thinking for this season, but still failed to put up any defense against the possible coming of pay-TV in still permitting abuses in the handling of commercials. The increasing use of film for drama, and other entertainment forms has cheapened the product rather than enhanced it. Television's only salvation is to return to live, imaginative production, and as soon as possible, it's later than the "free" TV boys know.

Salute to United Artists Over CBS-TV Sunday

A salute to United Artists, interviews with two of its creative artists and prominent showcasing of five of the company's big 1958 releases will be broadcast on "The Seven Lively Arts" over CBS Television on Sunday, December 29 (5-6 P.M., E.S.T.). The special program, called "Hollywood Around the World," will present Joe Hyams, syndicated Hollywood columnist of the New York Herald Tribune, as master of ceremonies.

Douglas, Mankiewicz Slated

Kirk Douglas and producer-director Joseph L. Mankiewicz will be interviewed by Hyams. The show will also feature production highlights and actual scenes from current United Artists releases: "Paths of Glory," "The Vikings," "The Quiet American," "Legend of the Lost" and "Paris Holiday."

See Big Year For TV Film

"Regardless of the general economic developments, the television film industry should register further gains in 1958," it was predicted yesterday by R. R. Kaufman, president of Guild Films, in a year-end statement which reported that Guild's sales to sponsors and stations exceeded $15,000,000 during 1957.

Guild's year-end earnings figures are not yet ready, Kaufman said, but at the nine-month period, net income after taxes was $616,000. The sales included every one of the 22 programs in the Guild, many for long-term contracts.

Cites Two Factors

Kaufman based his confidence for the new year on two trends—the continuing upsurge of spot television buying by advertisers, and the steady increase of program sponsorship by local and regional sponsors.

WABC-TV Billings Hit Record for Quarter

Billings for the current fourth quarter of this year at WABC-TV are at an all-time high, topping the same period of 1956 by 27 per cent, it was announced yesterday by Robert L. Stone, vice-president and general manager of the New York station.

"The tremendous surge in business," Stone noted, is due to several factors: an overall increase of rating levels by as much as 45 per cent; the introduction of the new "Night Show," with first-run Columbia features the first three nights of the week, and "Shock" horror films the latter half of the week; the new "Housewives Special" sales plan, which offers advertisers a daytime spot saturation plan at rates comparable with radio; the signing of a number of new advertisers for sponsorship and major spot campaigns; and "unusually high" political billings during the election campaign.

CBS Buys Philadelphia Radio and TV Units

Special to THE DAILY

PHILADELPHIA, Dec. 23.—The Columbia Broadcasting System has purchased the radio and television facilities and real estate of Station WCAU for $20,000,000. CBS paid $3,000,000 for WCAU AM-FM and $12,600,000 for WCAU-TV. In a separate transaction, the real property, including buildings and land, was purchased for $4,400,000. The sale is subject to the approval of the Federal Communications Commission.

Anti-Toll TV

(*Continued from page* 1)

erate closed-circuit pay-television systems in Los Angeles. Following meeting today, Julius Tuchier, who led the opposition to pay-television in City Council hearings, said an organization, to be called the Citizens' Committee Against Pay-Television, is being formed, with offices at 1914 South Vermont Avenue, with him as chairman and with all facets of public opposition to pay-TV being brought to bear on the issue through this organization.

Petition for Vote Assured

Tuchier said SCTOA unquestionably will petition for a referendum to place the issue on the ballot, as was done successfully in the instance of the City Council's deal with Walter O'Malley to bring the Brooklyn Dodgers here in exchange for 300 acres of centrally located land plus other considerations.

Helping, Not Hurting

(*Continued from page* 1)

exhibitors in the Greater Cincinnati area assuring them that "it was never our intent or purpose to do anything that might affect adversely the box office draw of our good friends in the motion picture business."

The letter calls attention to the fact that WKRC-TV owns rights for TV use of 79 films released between 1952-57, all, presumably, from the United Artists library. None of the Warner Bros., 20th Century-Fox or RKO films available to the station were released later than 1949.

Apologizing for any harmful effect the station's advertising might have had on local theatres, the letter ends, "In fact, we are currently running announcements on our late movie recommending that our viewers, consider the current features at downtown, neighborhood and drive-in theatres, and that they 'Get More Out of Life—Go Out to a Movie'."

St. Paul Grosses

(*Continued from page* 1)

ment Company was pleasantly surprised when Paramount's "Sad Sack" grossed better than $9,000 for the week at the Paramount, its flagship house, with only two pre-opening newspaper ads and normal radio coverage. Even a "normal" gross for the house at this time would be $7,000 or less. Even Columbia's "Pal Joey," in its fourth week at Maco's Riviera, was more than holding its own.

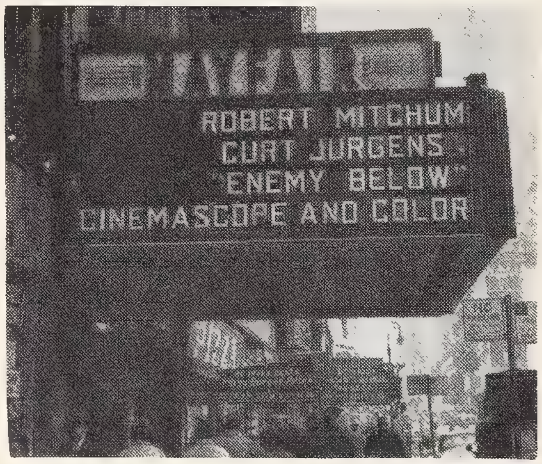
UA's "Legend of the Lost" was doing reasonaly well at the RKO Orpheum in St. Paul after a slow start because the strike cost it its big opening advertising push.

In Minneapolis, first run grosses were spotty with "Sad Sack" showing amazing pre-Christmas strength with $13,500 at Maco's Radio City Theatre. "Legend" was figured for an $8,000 week at the RKO Orpheum in Minneapolis, a strong figure for the pre-holiday week.

Broadway memo . . .

ODEON
SPECTACULAR STORY OF WORLD'S MIGHTIEST SEA RAIDER!
PURSUIT OF THE GRAF SPEE
A RANK ORGANIZATION PRESENTATION
SHOOTING GALLERY

RANK INSIDER. Achieving literally its life ambition, the Rank Organization places on Broadway day after tomorrow a brand name renowned and on the whiteways of great cities: Odeon. At 47th Street, it was the old Central, later the Holiday, then closed.



BETTER OPEN THAN CLOSED, especially with those crowds milling around, so Bert Resnick and I. Racow, who own it, reopen the Mayfair tomorrow. They have Maurice Maurer to run it, a Fox picture and possibly more to play it, and they're in (theatre) business.

M. P. Daily pictures

Argentina Defers New Tax Enforcement

Special to THE DAILY

BUENOS AIRES, Dec. 20 (By Air Mail).—As the result of an order by Argentina's Ministry of Finance, American film companies here will be allowed to go on with bookings and releases without payment of this country's new foreign film tax.

The action brought a sigh of relief from the American companies, which just a couple of weeks before had been informed by the office of the nation tax director that their product would be subject to the new tariff. As a result, the American companies had planned to withhold their new pictures from release until some decision was made in their favor. The Ministry of Finance's decision, however, has nullified that plan, and American films are being released here in the usual manner.

Further developments are expected early next year when Robert J. Corkery of the Motion Picture Export Association of America arrives here to continue his negotiations with the Argentine government.

Sells 'Bowery Boys'

Producer Jan Grippo has concluded negotiations with Allied Artists for the sale to that company of his 50 per cent interest in the 23 Bowery Boys comedies he produced between 1945 and 1951. The sale, according to Grippo, involves more than $500,000 and all his rights to the films.

Cleveland Drive

(*Continued from page* 1)

office of Louis Weitz, executive secretary of the Cleveland Motion Picture Exhiibtors Association.

It was pointed out that a family can still attend a theatre show for less than it spends on an evening of bowling.

Leonard Greenberger, of the Fairmount Theatre, wants to get pledges of support from every theatre in Greater Cleveland. Others attending were Frank Murphy, Loew's Theatres division manager; Marshall Fine of the Associated Circuit; P. E. Essick and Ray Essick of Modern Theatres Circuit; Sam Schultz of Selected Theatres and Joe Rembrandt of Center-Mayfield Theatres, Cleveland Heights, and the Ellet Theatre in Akron.

Studios Finish Six, Slow Down for Week

From THE DAILY Bureau

HOLLYWOOD, Dec 23.—Completion of six pictures, unrelieved by start of any new ones, due to the operation of the five-day-week rule under which producers of films in photography stage pay five days of wages in holiday weeks for four days of production, dropped the overall shooting level to 30.

Completions were: "Teenage Mother" (Allied Artists); "The Case Against Brooklyn," Morningside Prods. (Columbia); "The Secret Man" (Amalgamated); "The Townsend Harris Story," CinemaScope, DeLuxe color (20th-Fox); "The Flame Barrier," Gramercy Pictures (U.A.); "Born Reckless" (Warner).

Nat. Scree

(*Continued from page* 1)

for economical service. We think the years of 'know-how' of both organizations will enable us to sent plans that will be revolutio in concept and will streamline present distribution method."

They said some details remai for consideration before final pa are signed.

Leading film carriers make up greatest part of the membership National Film Service, which has pots in 33 cities. The newest of tl is at New Haven where, for the time, all major distributors have t physical handling activities under roof in a new building built by N NFS also does backroom work United Artists in all depots. Other portant users are Warner Bros. Paramount. All other companies at least two depots each.

CLEVELAND, Dec. 23.—Pa mount has turned over the inspect and shipping of all its film to Loev Inc. Bill Andrews, head shipper Paramount, will join M-G-M as sistant to Stephen Andrews, brother, in handling the prints of b companies. All the Paramount brar personnel is being maintained, w one exception, Mary Friedey, bil who is retiring after 40 years.

Paramount moves from 1735 E 23rd Street, where it has been loca for 25 years, to 2800 Euclid Av where the general office business, cluding booking and accounting, v be carried on. Harry Buxbau branch manager, says the new qu ters provide ample parking space visiting exhibitors.

Twelve Christmas Start

(*Continued from page* 1)

take place today at the Grand, C cinnati, and Orpheum, Denver. Chri mas Day openings are slated for t Towne, Milwaukee; Lyric, Minneap lis; Broadway, Portland; Stage Do San Francisco; Panorama, New C leans; Tower, Dallas; Broadway, S Antonio; Roxy, Kansas City; Esqui St. Louis; Republic, Washingtc D. C. Heavy advance campaigns a being put on.

The New York runs at Loew's Sta and the Plaza are off to a flying sta and the Florida grosses in two spc are running 25 per cent above norm

The three New Year's Eve pr mieres will be at the Midtown, Phil delphia; Film Center, Baltimore, ar Loew's, Houston.

Film Bolivar Life

Dino De Laurentiis has conclude a contract with Cinematografica c las Americas, S.A., to produce a fil on the life of Simon Bolivar, Sout American liberator, it was announce yesterday by Ralph Serpe, De Lau rentiis' American representative. Th film, to be based on the book, "H Name Was Bolivar" by Enriqu Campos, is budgeted at $8,000,00 and will be two years in the makin

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 82, NO. 122 NEW YORK, U.S.A., THURSDAY, DECEMBER 26, 1957 TEN CENTS

ks Action

yers Urges nd of Sales o Television

ied Head Sees Trade Plan Vital Necessity

From THE DAILY Bureau

/ASHINGTON: Dec. 25 — Why discontinue sales of films to tele- on? inquired Abram F. Myers, irman of the ional Allied rd and gen- counsel.

le asks the stion in a r-end bulle- to Allied nbers and s a series of ons why it ıld boost in- try morale.

ranting rances to eatres, no ter how long, will not solve the olem, in his opinion.

It goes without saying that clear- es given theatres over television,

Abram Myers

(*Continued on page 6*)

hibitors Support cademy Telecast

Vith the national exhibitor organi- ons—TOA and Allied—formally an- ncing wholehearted support for industry sponsored Academy rds telecast (March 26) and with y of the major circuits also fa- ng promotion of the telecast, the AA-COMPO Committee is begin- to receive many pledges of sup- from affiliated local organizations. t a meeting of its members in

(*Continued on page 5*)

Television Today page 5

Loan Rates Still Rising

The "tight" money situation, long a problem both to companies and independent producers in the market either for new or short term financing, appears certain to continue into the new year, according to financial observers.

For a time, Federal Reserve action to relieve the situation appeared like-

(*Continued on page 6*)

Metropolitan Opera Leases Boston House

Special to THE DAILY

BOSTON, Dec 25 — The Metropolitan Opera Company of New York has leased the Metropolitan Theatre for one week starting April 14 for eight opera productions. Because of the recent razing of the Boston Opera House which had housed the New York opera company's presentations, it was feared that this year the Metro-

(*Continued on page 6*)

Idaho Owners Buy 3 Washington Theatres

Special to THE DAILY

MOSCOW, Idaho, Dec. 25—Sale of three motion picture houses by Lavance Weskil of Colfax, Wash. to Milburn Kenworthy and his son of Moscow is announced.

The Kenworthys, owners of two theatres in Moscow, advised that the three new houses added to their chain are the Cordova, Audian and Big Sky

(*Continued on page 5*)

Bartlesville

Will Continue Giving Films to Cable TV

Sales Heads Say Oklahoma Test Should Get Fair Trial

Regardless of results of the Bartlesville, Okla., telemovies test in the first four months, top sales executives of the companies supplying film to it are not ready to give up on the system of sending feature pictures to home television screens by closed circuit, a checkup of home offices yesterday revealed.

While some of the sales heads find the first four months' telemovies record disappointing or, at least, below their earlier expectations, one or two are still enthusiastic about the medium and its possibilities. These believe the results to date are encouraging for a brand new form of selling film to the public and that further progress will be made as experience is gained, mistakes corrected and refinements made.

In any event, there is no present indication that any of the cooperating companies has given up on telemovies or is considering shutting off its product from further use in the experiment.

William J. Heineman, United Art-

(*Continued on page 3*)

New Tax Committee Head Opposes Cuts

From THE DAILY Bureau

WASHINGTON, Dec. 25—The new chairman of the tax-writing House Ways and Means Committee is 48-year-old Rep. Wilbur Mills of Arkansas.

He succeeds to the post on the death of Rep. Cooper of Tennessee. Mills is considered one of the best informed House members on Taxes, tariffs, social security and other matters. Lately he has argued against any substantial tax cuts so long as Federal spending must remain high. He has supported earlier industry efforts for admissions tax relief, but generally takes a stand against efforts by special groups for tailor-made tax relief. He opposes reduction in the corporate tax rate as an aid to small business, declaring most small firms are individual proprietorships or partnerships and not corporations.

Hyman Sets Regional Exhibitor Meetings

Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, will continue his series of regional exhibitor meetings to discuss new season releases shortly after the first of the year. He addressed a New England meeting in Boston in mid-December.

Edward Hyman

A Mid-West conference has been set for January 7 in Detroit, with exhibitor representatives from Cleveland, Cincinnati and Buffalo invited to attend. On Jan. 26 Hyman is scheduled to go

(*Continued on page 6*)

Pay-TV Heads Film Industry Subjects on Congress Agenda

By J. A. OTTEN

WASHINGTON, Dec. 25—With hopes for further admission tax relief fading because of the demands for higher defense spending, subscription television is likely to be the top subject interesting the film industry in the new session of Congress starting next month.

Exhibitors and other groups have said they'll fight for legislation to outlaw pay TV systems. The House Commerce Committee, headed by Rep. Harris (D., Ark.), has already said it would hold hearings on the subject soon after Congress reconvenes, and Senator Thurmond (D., S.C.) has said he'll seek early Senate Commerce Committee action on his bill to outlaw toll TV.

The Federal Communications Commission has said it would not process subscription TV applications before

(*Continued on page 2*)

PERSONAL MENTION

HARRY M. KALMINE, vice-president and general manager of Stanley Warner Cinerama Corp., and NATHANIEL LAPKIN, vice-president, were in Miami Beach this week from New York.

•

STEVE BROIDY, president of Allied Artists, will return to Hollywood on Jan. 1 from Palm Springs, where he is recuperating from injuries received in an automobile accident on Oct. 18.

•

RUBE JACKTER, Columbia Pictures' assistant general sales manager, and PAUL N. LAZARUS, Jr., vice-president in charge of advertising-publicity, are in Boston today from New York.

•

ABE GOODMAN, 20th Centuy-Fox advertising director, with his wife and son, are in Florida from New York.

•

C. W. F. BETHEL, exhibitor of Nassau, B.W.I., has returned there from Miami.

•

ALFRED H. TAMARIN, executive assistant to MAX E. YOUNGSTEIN, president of United Artists Records, will arrive in Los Angeles today from New York.

Norma Talmadge Dies At Nevada Home

Special to THE DAILY

LAS VEGAS, Dec. 25 — Norma Talmadge, one of the most famous stars of the silent film era, died here early yesterday after a heart attack at her home. The former star, who was 60, had been ill for some time. Her husband, Dr. Carvel James, survives.

Among Miss Talmadge's many screen credits were such features as "Under False Colors," "Missing Links," "The Way of a Woman," "Poppy," "A Daughter of Two Worlds," "Camille," "Kiki" and "DuBarry, Woman of Passion." She also appeared in countless one and two reel comedies and dramas.

Talks on 'Acre'

PARIS, Dec. 25 (By Cable).—Director Anthony Mann has started the first of a series of European conferences with United Artists' overseas sales and promotion executives on plans for the continental distribution of "God's Little Acre," which he recently filmed for Security Pictures and UA release. Talks with UA representatives here will be followed by meetings with company spokesmen in Germany, Italy, and Spain.

Santa Draws 5,000 At Loew's Drive-in

More than 5,000 children and over 1,200 cars jammed Loew's "35" Drive-In Theatre, Raritan Township, N. J., on a frigid Sunday afternoon before Christmas to see Santa Claus land on the field adjoining the theatre in a helicopter piloted by a costumed "space-man."

The stunt, engineered by the theatre's manager, Lennie Edwards, and sponsored by the Raritan Township Business-men's Association, took place before regular opening time. Before touching down, the helicopter circled the field, and Santa spoke to the assembled small fry over a p.a. system.

Candy, balloons and other gifts for the children added to the gaiety of the affair.

New MPEA Agreement Announced in France

Special to THE DAILY

PARIS, Dec. 20 (By Air Mail).—The new Franco-American film agreement was officially announced here this week. Differing slightly from previous agreements, the pact takes into account American aid for French films in the United States. The form this aid will take is not certain, with the Motion Picture Association of America and its members simply promising to help to popularize French films in America.

40 Dubbing Permits to U. S.

In return, the French will grant the United States 40 dubbing licenses in addition to the formerly agreed-upon 70. The 110 total, in effect, leaves everything as before. Only the words have been changed. Nevertheless, the French will expect some positive action to be taken on their films in the U.S. If, by the 1959 expiration date of the new pact, this is not evident, it is quite possible that the French will cut down the 40 additional licenses.

"Farewell" Music Score Going on Network Shows

Both the CBS and NBC national networks will carry the musical score of David O. Selznick's "A Farewell to Arms" by Mario Nascimbene over the weekend of January 3-5. The score has been recorded by Capitol Records.

The NBC "Monitor" program and the CBS "This Is New York" and Mitch Miller's programs will present it. The score will be heard again on January 6 on Howard Miller's CBS show and Arthur Godfrey's "Ford Program," also CBS.

Congress Slate

(*Continued from page 1*)

March 1, giving Congress plenty of time to act, if it wants to.

Originally, there was considerable hope that a major tax cutting bill would be enacted in 1958—including general income tax reduction, some reduction in the admissions tax and other excises, some corporate rate reduction, and some special relief for small business. Now, both the Administration and Democratic Congressional leaders seem to be in agreement that the need for high defense spending, to catch up with the Russians, rules out any tax cuts this year.

Situation Could Change

Of course, should federal revenues unexpectedly rise, or major economies be found in some spending areas not now anticipated, some small tax cuts might be considered later in the year.

Labor will be a field of considerable interest to the industry, with the Senate Labor Committee scheduled to resume consideration of legislation to extend the federal minimum wage law to large theatres and theatre circuits. The chances of final enactment of this legislation are still slim, however. Industry firms will be affected by much of the general labor legislation certain to be considered this coming year, such as the proposals for registration of welfare and pension plans, periodic secret balloting for union officials, an end to the union shop, and other suggestions stirred up by the Senate Racket Investigations.

Expect Activity in TV

There'll be considerable activity in many phases of television other than toll TV. The Senate Commerce Committee expects to go fully into the Federal Communications Commission's reactions to the so-called Barrow report, proposing changes in various TV network practices. The House Commerce Committee and a House Judiciary subcommittee may also go into this report and the FCC's plans for carrying it out.

The Motion Picture Association has already taken a stand on what will be one of the toughest fights of the year; it has endorsed the Administration's request for a five-year extension of the reciprocal trade law, under which the government negotiates tariff-cutting agreements with other countries. Protectionist groups hope to add various restrictions on the President's negotiating powers.

Want Japan to Pay

The Motion Picture Association has also asked that its claims against the Japanese government for damages in the Philippines be recognized and validated in any legislation providing for the return of vested alien property to the original owners.

The Administration and liberal Democrats will make another effort this year for enactment of legislation requiring large firms to give the government advance notice of their merger plans.

. . . NEWS ROUNDUP

Draft Board Calls Presley

The Memphis draft board has o dered Elvis Presley to report for i duction into the armed services Ja. 20. It has been almost one year sin Presley took his pre-induction phys cal and was pronounced 1A. He sai he does not plan to ask for a dela but from Hollywood came a stat ment from Y. Frank Freeman, stud production chief for Paramount, sa ing the studio would ask for an eigh week delay. Freeman said Par mount and Hal Wallis, produce would lose between $300,000 an $350,000 because of preparatory in vestments if Presley did not go ahea and make the picture "Sing, yo Sinners" which is scheduled to go into production Jan. 13.

■

V.C. Short Booked in Detroit

"Heart of Show Business," th Variety Club short which starte slowly, is now booked well ahead i Detroit. According to Milton Zimmerman, Columbia branch manage available prints in the area are already booked far ahead. Michiga and Telenews Theatres have thus fa played the picture, with the latte giving the attraction a big marque break.

■

Award SDG Scholarship

The Screen Directors Guild Educational and Benevolent Foundation's scholarship awards for 1957-58 wil go to Joseph Mazzuca, of University of Southern California, and Pat Patridge, of UCLA. Foundation scholarships cover a year's tuition in the cinema arts department for graduate student, plus $1,000 subsistence if necessary.

■

Northwest House Reopened

Closed for non-payment of county taxes and returned by a court order to its former owner, the Shelton Blue Ox Theatre, Shelton, Wash., will reopen early next year. Repossessing the theatre from the Sheltac Amusement Company is J. C. Christiansen of Olympia.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Samuel Pinanski, president of merican Theatres Corp., Boston, has een reelected chairman of the board f trustees of Lowell Technological nstitute, his alma mater.

□

Charles E. Kurtzman, Northeast ivision manager of Loew's Theatres, as been named chairman of the 958 Brotherhood Week of the Northast division, National Conference of hristians and Jews.

□

Frank Hurley, treasurer for Around The World In 80 Days" at he Film Centre in Baltimore, has aken over advance publicity for Raintree County" opening New ear's Eve at the same theatre.

□

Al Kelliher has succeeded **J. Rupp** s assistant manager for the Hamick Theatre, Tacoma, Wash.

□

Fernando de Fuentes, producerirector, has been awarded the anual Gold Medal of Cinematographic erit by the Mexican Picture Proucers Association. **De Fuentes,** eduated in the United States, was one f the first to call world attention to exico's film-making ability.

□

Margaret Ettinger, film industry ublicist, has been named Woman f the Year in the field of business by he "Los Angeles Times."

□

Ray Jones, regional director for ank Film Distributors of America Dallas, New Orleans and Oklaoma City has resigned. **W. E. Finch,** ranch manager in Dallas for **RFDA** lso has resigned.

oob Resigns As Ad Campaign Head

Oscar A. Doob, coordinator of the otion picture industry's institutional ampaign, has tendered his resignaion, effective Feb. 15, to Paul N. azarus, Jr., chairman of Motion Picure Association of America's advertisg-publicity committee.

Doob was hired by the MPAA at a alary of $500 per week almost six onths. ago. He gave as the reason or his resignation the tiring burden f commuting between New York and is home in Washington, D. C.

A spokesman for the MPAA said hat Doob "still has a lot to do" in the ix weeks before his resignation takes ffect, adding "we hate to lose him." The industy is now awaiting word rom the ad-pub committee on the inal version of the long proposed institutional campaign.

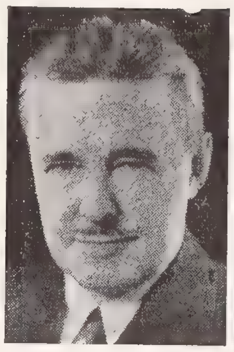
Lazarus has meanwhile written to embers of the ad-pub committee eeking suggestions for a successor to Doob.

Sales Heads Favor Aid to Bartlesville Test

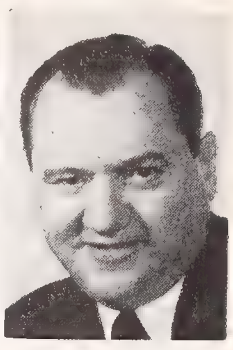
A. Montague

Henry Martin

Charles Boasberg


Paul Raibourn

Morey Goldstein


William Heineman

Films Still to Go to Cable TV

(*Continued from page* 1)

ists vice-president in charge of domestic distribution, said that he had committed his company to cooperation in the Bartlesville experiment by making its product available, and "will go along with it." Heineman asked not to be quoted on his opinion of telemovies results to date. However, he said he believes every distributor should give the test all of his pictures, including his best, in order to make the experiment as complete as possible.

Sees 'Opportunity to Learn'

"We shouldn't hold back anything," he said. "This is our opportunity to learn something about a new entertainment marketing medium. The conditions in Bartlesville are ideal for such a test. We have a captive audience in the subscribers, it is a noncompetitive situation and we are doing business with the Bartlesville theatres. Anything earned through telemovies, however small, is 'gravy.' I think we should stay with it until it's had every possible chance to demonstrate what it can do."

Heineman said he was surprised to learn recently that Video circuit officials now say they expect to have only 700 subscribers at the end of the first year of the test, in contrast with his earlier impression that there would be at least several thousand by that time.

Boasberg to Make Visit

Charles Boasberg, newly appointed domestic distribution head of Warner Bros. Pictures, which is also supplying product for the Bartlesville tests, said that his company would continue to release films to the toll-TV outlet at least as long as it remains in the experimental stage. Boasberg, who joined Warners only recently, after resigning from his post with Paramount as worldwide sales supervisor of Cecil B. DeMille's "The Ten Commandments," admitted that he was not too familiar with the set-up at Bartlesville yet and that he planned to visit the Oklahoma city in the near future "to be brought up to date."

Henry Griffing, president of Video Independent Theatres, which is conducting the telemovie experiment, has been "most optimistic" about results stemming from the trial of the new medium, so far, Boasberg observed.

Henry H. Martin, general sales manager of Universal-International, said that his company, too, will continue to release product to the telemovie project. "For the time being," Martin commented, "Universal will continue to give them access to every picture we're releasing." U-I's releasing procedure is on a "month to month basis," Martin said, and will continue to remain that way until the test has a chance to "reach its own level." Martin felt that the withdrawal of his or any other company would be "unfair" because it might prove the failure of the test before it had a chance to develop to its full potential. In his talks with Griffing, Martin was assured that the test was running "slightly ahead of the projected results."

Goldstein Position Unchanged

"Our position in relation to the Bartlesville experiment will continue to remain the same," was also the opinion of Morey Goldstein, Allied Artists general sales manager. Goldstein said he was "not surprised" that other companies were of a similar mind, adding that Allied Artists would continue to supply features to telemovies on a "free for all" basis, "just like we book them into theatres."

Abe Montague, vice-president of Columbia in charge of domestic distribution, is on vacation and could not be reached for comment. However, Montague's asociates describe him as one of the most enthusiastic of all those cooperating with telemovies. There are no indications that Columbia has any intention of discontinuing use of its product in the experiment.

Month to Month from Paramount

Paul Raibourn, vice-president in charge of Paramount Pictures' television activities also see "no reason" for his company to discontinue servicing the telemovies test. Raibourn said that the experiment was not well enough along yet to come to any definite conclusions, but that "the Bartlesville people are finding out their errors and trying to correct them." Paramount supplies product for telemovies from month to month, with the Video Circuit "paying rental on the basis of theatre use."

Phila. Exhibitors Protest Fire Rule

Special to THE DAILY

PHILADELPHIA, Dec 25 — The Philadelphia Theatre Managers Association has filed a protest with the Fire Marshal's office against the ruling that motion picture theatres must show at each performance a trailer clearly indicating the location of all exits. Failure to do so, the ruling added, will be penalized up to a 90-day jail sentence.

Association leaders, in discussing the matter with Fire Commissioner Frank L. McNamee, a former movie exhibitor himself, claimed the ruling was outmoded since no acetate film is being used in theatres today. They also charged the ruling was discriminatory since legitimate theatres are not required to so inform audiences of exit locations by any means other than keeping them well lit and clearly marked. McNamee referred the complaint to his legal department and indicated that a change in the ruling would meet with his approval.

"Spee" Opens in N. Y.

The Rank Organization's production of "Pursuit of the Graf Spee" will have its New York territorial premiere at the Odeon Theatre, Broadway's newest first-run motion picture showcase, today.

AVAILABLE 6,000
SQUARE FEET COMPRISING:

1. 4 Cutting Rooms equipped.
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MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
DECEMBER	**UP IN SMOKE** Huntz Hall, Stanley Clements **SABU AND THE MAGIC RING** (color) Sabu, William Marshall **OREGON PASSAGE** (CS, color) John Ericson, Lola Albright	**THE LONG HAUL** Victor Mature, Diana Dors — 88 min. (Rev. 11/25/57) **THE HARD MAN** (CS, color) Guy Madison, Valerie French —79 min. (Rev. 11/29/57) **PAL JOEY** (color) Rita Hayworth, Frank Sinatra — 111 min. (Rev. 9/9/57)	**DON'T GO NEAR THE WATER** (CS, color) Glenn Ford, Anne Francis—107 min. (Rev. 11/12/57)	**SAD SACK** (VV) Jerry Lewis, Phyllis Kirk—98 min. (Rev. 10/21/57)	**PEYTON PLACE** (CS, color) Lana Turner, Lloyd Nolan —162 min. (Rev. 12/13/57) **KISS THEM FOR ME** (CS, color) Cary Grant, Jayne Mansfield—103 min. (Rev. 11/7/57)	**LEGEND OF THE LOST** (Technirama, color) John Wayne, Sophia Loren — 109 min. (Rev. 12/17/57) **THE DALTON GIRLS** Merry Anders, John Russell—71 min. (Rev. 12/20/57) **MAN ON THE PROWL** Mala Powers, James Best—86 min. (Rev. 12/4/57)	**MY MAN GODFREY** (color) June Allyson, David Niven — 92 min. (Rev. 9/4/57) **THE VIOLATORS** (RKO) Arthur O'Connell, Nancy Malone—76 min. (Rev. 11/29/57) **LOVE SLAVES OF THE AMAZON** Don Taylor, Gianna Segale—81 min. (Rev. 11/25/57) **THE MONOLITH MONSTERS** Grant Williams, Lola Albright — 77 min. (Rev. 12/6/57)	**SAYONARA** (CS, color) Marlon Brando, Red Buttons — 147 min. (Rev. 11/13/57) **JAMBOREE** Bob Pastene, Kay Medford —86 min. (Rev. 11/25/57) **THE GREEN EYED BLONDE** Susan Oliver — 73 min. (Rev. 12/4/57)	**OLD YELLER** (BV) (color) Dorothy McGuire, Fess Parker — 83 min. (Rev. 11/14/57) **THREE MEN IN A BOAT** (DCA) (CS, color) Laurence Harvey, Jimmy Edwards **TEENAGE BAD GIRL and TEENAGE WOLF PACK** (DCA) combination. **TIME LOCK** (DCA) Robert Beatty, Lee Patterson **ONE WAY OUT** (Rank F. D. A.) Jill Adams, Lyndon Brook **GUNFIGHT AT INDIAN GAP** (Rep.) (N) Vera Ralston, George Macready **HELL SHIP MUTINY** (Rep.) Jon Hall, John Carradine—66 min. (Rev. 12/6/57) **FIGHTING WILDCATS** (Rep.) Keefe Brasselle, Kay Callard
JANUARY	**BLONDE BLACKMAILER** Richard Arlen, Susan Shaw **RAWHIDE BREED** Rex Reason, Nancy Gates **THE MAN FROM GOD'S COUNTRY** (CS, color) George Montgomery, Randy Stuart	**THE BRIDGE ON THE RIVER KWAI** (CS, color) William Holden, Alec Guinness—161 min. (Rev. 11/20/57) **RETURN TO WARBOW** (color) Phil Carey, Catherine McLeod **THE WORLD WAS HIS JURY** Edmund O'Brien, Mona Freeman	**SEVEN HILLS OF ROME** (Technirama, color) Mario Lanza **ALL AT SEA** Alec Guinness **THE SAFECRACKER** Ray Milland, Barry Jones	**SPANISH AFFAIR** (color) Richard Kiley, Carmen Sevilla **HIGH HELL** John Derek, Elaine Stewart	**SING, BOY, SING** (CS) Tommy Sands, Lilli Gentle **DIAMOND SAFARI** Kevin McCarthy, Betty McDonald **THE ENEMY BELOW** (CS, color) Robert Mitchum, Curt Jurgen — 98 min. (Rev. 11/25/57) **ESCAPE FROM RED ROCK** Brian Donlevy, J. C. Flippen	**THE QUIET AMERICAN** Audie Murphy, Michael Redgrave **GUN FEVER** Mark Stevens, John Lupton **TIGER BY THE TAIL** Larry Parks, Constance Smith	**THE TARNISHED ANGELS** (CS) Rock Hudson, Dorothy Malone—91 min. (Rev. 11/15/57) **ALL MINE TO GIVE** (RKO) (color) Glynis Johns, Cameron Mitchell—102 min. (Rev. 10/30/57) **MAN IN THE SHADOW** (CS) Jeff Chandler, Orson Welles—80 min. (Rev. 12/2/57) **THIS IS RUSSIA** (color) documentary—67 min. (Rev. 12/6/57)	**THE DEEP SIX** (color) Alan Ladd	**THE ASTOUNDING SHE-MONSTER** (AIP) Robert Clarke, Kenneth Duncan **THE SAGA OF THE VIKING WOMEN AND THEIR VOYAGE TO THE WATERS OF THE GREAT SEA SERPENT** (AIP) Abbey Dalton, Susan Cabot **ACROSS THE BRIDGE** (Rank F. D. A.) Rod Steiger, Marla Landi—103 min. (Rev. 11/7/57) **THE BOLSHOI BALLET** (Rank F. D. A.) (color) **SCOTLAND YARD DRAGNET** (Rep.) Roland Culver, Patricia Roc **THE MISSOURI TRAVELER** (BV) (color) Brandon DeWilde, Lee Marvin
FEBRUARY	**IN THE MONEY** Huntz Hall, Stanley Clements **THE BEAST OF BUDAPEST** Gerald Milton, Greta Thyssen **COLE YOUNGER, GUNFIGHTER** (CS, color) Frank Lovejoy, Abby Dalton	**BONJOUR TRISTESSE** (CS, color) David Niven, Deborah Kerr **BITTER VICTORY** (CS) Richard Burton, Ruth Roman **CRASH LANDING** Gary Merrill, Nancy Davis **HOW TO MURDER A RICH UNCLE** (CS) Charles Coburn, Wendy Hiller — 80 Min. (Rev. 11/7/57)	**THE BROTHERS KARAMAZOV** (color) Yul Brynner, Maria Schell **UNDERWATER WARRIOR** (CS) Dan Dailey, Claire Kelly	**DESIRE UNDER THE ELMS** (VV) Sophia Loren, Anthony Perkins **WILD IS THE WIND** (VV) Anna Magnani, Anthony Quinn — 110 min. (Rev. 12/11/57)	**A FAREWELL TO ARMS** (CS, color) Rock Hudson, Jennifer Jones — 159 min. (Rev. 12/19/57) **THE GIFT OF LOVE** (CS, color) Robert Stack, Lauren Bacall **CATTLE EMPIRE** (CS) Joel McCrea, Phyllis Coates **PLUNDER ROAD** Gene Raymond, Wayne Morris	**WITNESS FOR THE PROSECUTION** Tyrone Power, Marlene Dietrich — 114 min. (Rev. 11/27/57) **FORT BOWIE** Phil Carey, Jan Harrison **LOST LAGOON** Jeffrey Lynn, Peter Donat	**THE GIRL MOST LIKELY** (RKO) (color) Jane Powell, Keith Andes — 98 min. (Rev. 12/17/57) **FLOOD TIDE** (CS) George Nader, Cornell Borchers **TOUCH OF EVIL** Charlton Heston, Janet Leigh	**DARBY'S RANGERS** (color) James Garner, Etchika Choureau **FORT DOBBS** Clint Walker, Virginia Mayo	**JET ATTACK** (AIP) John Agar, Audrey Totter **SUICIDE BATTALION** (AIP) Michael Conners, John Ashley **THE LIGHT IN THE FOREST** (BV) (color) James MacArthur, Joanne Dru **THE STORY OF VICKI** (BV) Romy Schneider **SMILES OF A SUMMER NIGHT** (Rank F. D. A.) Ulla Jacobsson, Eva Dahlbeck

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

Academy TV

(*Continued from page* 1)

Washington, the District of Columbia theatre owners association (TOA) resolved to go all out in promoting the biggest possible audience for the telecast. Funds already have been provided for purchase of necessary accessories and for the purchase of TV time before and after the telecast.

J. L. Whittle, president of the Allied Motion Picture Theatre Owners of Maryland, wrote to the telecast committee: "Our membership will make every effort to cooperate in the promotion of this event, even to the extent of telling our public in the theatres not to miss the Academy Awards presentation on television. The success of this change of policy is surely a tep forward."

Idaho Owners

(*Continued from page* 1)

Drive-In, located at Pullman, Wash. The sale is effective Jan. 1.

Weskil suffered a heart attack about month ago. He formerly owned a heatre at Colfax and retains one operting at Sandpoint, Ida. The Kenorthys are pioneers in the theatre usiness, starting in 1918.

New Group in Control Of Alexander Film Co.

Special to THE DAILY

COLORADO SPRINGS, Dec. 25—lexander Film Co. has been sold to llied Film Co., according to Don M. lexander, president.

Allied Film is controlled by Flemg, Talbert & Monroe, Cleveland anagement consultant firm, and E. Foster, secretary-treasurer of Alander. The new group takes over agreement to purchase a major ock interest held since October 1955 a group headed by Harold Kaye, ew York advertising man. Kaye and s associates have resigned from the ard.

Don M. Alexander, Don M. Alexder, Jr., Thomas Burgess, Keith onroe, John Talbert and E. B. Foster will continue on the board of dictors. Monroe will become presint.

econd Gorham Tribute

DETROIT, Dec. 25—Alice N. Gorm has had another honor added to many given to her memory since r death September 18. The Detroit partment of Parks and Recreation s named a three-acre playground er her. The playground is to be dernized and equipped. It is locat near Mrs. Gorham's former home.

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Television Today

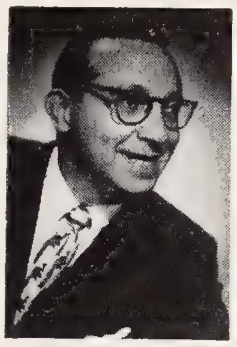
One Man's TViews

By Pinky Herman

THAT'S the spirit(s) fellows. Walked into a little cubicle at NBC Tuesday afternoon and to the three young execs seated there we asked, "what happened to the Trendex of — — —" and the query was interrupted with "Merry Christmas"—quite distinct and with no —well almost no trace of inebriation. A few more "howdies" to other NBCarolers and thence past the Rockefeller Plaza Yuletide Tree towards 485 Madison Avenue. On the fourth floor where the boys and girls of the Press Department are wont to fill ye Fourth Estators with data pertaining to CBSolons, CBStars, CBScenes, not to mention CBStock outlook, we again ventured the query, "Does the Danny Thomas Nielsen compare favorably with I Love You" and the answer, a chorus of "Merry Christmas and a Happy New Year." So what else could a poor hard-working?????? colyumist do but reecho the same sentiments to our well-wishers and while we're at it express similar wishes to all of our readers.

☆ ☆ ☆

Ork Pilot Charles Sanford, who used to commute between Gotham and Miami for the past two years, has rented his Florida home for the winter to devote all his time to the "Patrice Munsel Show," an ABClassy series which we touted from the very first and which has "arrived." . . . Pat Carroll, whose efforts on the "Caesar Hour" earned her an Emmy last year, gave birth to a 9 pound baby girl Sunday. Hubby is Lee Karsian of the William Morris Agency. . . . When Bernie Wayne and nightingale Shirl Conway sing an "I do-et" next Tuesday on the "Bride & Groom" show TVia NBC, it'll bring together, (musically speaking) ASCAP and BMI. Bernie is one of the latter's most prolific and successful cleffers while the program's Organist, Paul Taubman, an ASCAP writer-member, will serenade the happy couple with his own original composition, "This Is Your Day" (Bride & Groom) which is a regular feature on the show. . . . CBStudio One's initial program from the West Coast January 6 will be Dale Wasserman's "Brotherhood of the Bell." . . . Fanny Merrill (Gertrude Berg's right hand "man,") has discovered and is handling a new comedienne, Bea Soloman who's headed for stardom on TV. Gal is from Up-state New York and we've seen some of the reviews including one in which Bea spell-binds the audience with her version of "My Fair Lady." . . . Something to sing about:—The McGuire Sisters have grossed more than $600,000.00 for their TV, nite-club, personal appearances and record royalties for 1957. . . . (well, that's nothing to raise (Kane) about. Murray Kane, that is.



Charles Sanford

☆ ☆ ☆

The Sylvania Television Awards, selected by a committee of seven headed by Deems Taylor, will be announced at a Dinner to be held in honor of the Winners, January 16, 1958 at the Grand Ballroom of the Hotel Plaza in New York. Leaders in the balloting up to this time include, The Nikita Kruschev filmed interview (CBS), the Rodgers & Hammerstein version of "Cinderella," (CBS) NBC's "Annie Get Your Gun," "Pursuit of Happiness" (General Motors Anniversary Show) and the Royal Ballet's presentation of "Cinderella." Mickey Rooney's performance in "The Comedian," on "Playhouse90," Peter Ustinov's portrayal of "Samuel Johnson" on "Omnibus" and Ed Wynn's fine effort in the 20th Century-Fox production of "The Great American Hoax," are in a close fight for the "Outstanding Performance by an Actor" mantle. Among the favorites for the "Outstanding Documentary" Award are "See It Now," (Clinton, Tennessee race clash coverage) "Hemo, The Magnificent," "Our Mr. Sun," "Air Power" and Project 20's "The Innocent Years." . . .

ZivExpansion Rapid in '57

Production by Ziv Television expanded so rapidly in 1957 that the production investment went up to $12,500,000. In 1956 it was $8,000,000. Frederic W. Ziv, chairman of the board, predicts that the 1958 budget will be $16,000,000.

Increased use of locations is responsible for some of the increase. The company's reesearch staff has been doubled. During 1957 the company had eight TV series in production, all of them involving use of locations. Crews were sent to Bavaria, London and France, Rockport, Mass., and San Francisco.

Dollar Volume Up 53%

Gross dollar volume increased 53 per cent above 1956 levels. Extension of market lineups by regional advertisers, a higher renewal rate on syndication sales and higher prices paid by advertisers contributed to the gains.

Syndication sales were up 57 per cent, multi-market sales up by 77 per cent, national sales up 33 per cent, and international sales up 120 per cent.

Because of increased demand for film programs, the sales force was increased to 123 men to provide localized and more frequent contact with advertisers. A further increase in film programs is predicted by Ziv.

Ten Major Films on Seven Lively Arts

Ten major motion picture productions will be introduced to a giant national audience Sunday night, when "Hollywood Around the World" will be presented over the CBS television network on "The Seven Lively Arts" show.

Longest segment of the show, to be seen from 5:00 to 6:00 P.M. EST, will be devoted to Columbia's "Bonjour Tristesse," and "The Bridge on the River Kwai" will have the second longest segment, according to Jud Kinberg, producer of the filmed show.

Other films to be spoken about or introduced via film clips will include Columbia's "The Night That Heaven Fell," 20th Century-Fox's "Farewell to Arms" and "South Pacific" and United Artists' "Paths of Glory," "The Vikings," "The Quiet American," "Legend of the Lost" and "Paris Holiday."

Among the producers who will appear on the program will be Otto Preminger ("Tristesse"), Sam Spiegel ("Kwai"), David Selznick ("Arms"), Joseph Mankiewicz ("American") and Kirk Douglas ("Vikings").

Highlights of Myers' Bulletin

"Nobody cheers a fighter after his handlers have thrown in the sponge."

"There has been a lot of smooth talk to the effect that providing films for television would not hurt the theatres. However, the fact is that theatres were just beginning to recover from the first impact of television when the showing of fine motion pictures on that medium sent them reeling."

"Why not discontinue sales of films to television?"

"With emphasis on entertainment the Academy Awards radio and television show can be a night to remember."

"It is hoped that industry business building plan will be one that is beneficial to all, that will command the support of all, and that it can be quickly put into operation."

Loan Rate

(Continued from page 1)

ly, but once again that is highly uncertain, it is said.

The situation starts with the great shortage in banks of cash for motion picture loans. Several years ago, the prime interest rate—that for short term loans by top customers—was 1½ per cent. Rates for all other loans went upward from that base.

Today, the prime rate is 4½ per cent, and rates for other types of bank loans rise from that.

Rate Higher Outside of Industry

But with the shortage of bank cash for motion picture loans, producers in need of new or additional financing more often than not are obliged to go to sources outside of the banks. That means a higher interest rate than any charged by banks. The rate, when borrowing from banks is possible, is 7 per cent, which includes a one per cent commission which, with a very few notable exceptions, is a customary additional charge today.

Thus, loans outside of bank sources cost film customers of the preferred type at least 12 or 13 per cent, and these rates in the existing circumstances are not considered unduly high. There are reported instances of interest rates up to 18 per cent having been asked of some independent producers.

Approve Md. Drive-in

BALTIMORE, Dec. 25.—The Board of Commissioners of Anne Arundel County has approved erection of an open-air motion picture theatre on ten acres of land near Odenton, Md., which is between fifteen and twenty miles from Baltimore. Before the project can be constructed, however, Theodore F. Redmiles, who submitted a rezoning petition, must obtain a special exception permit from the Board of Zoning Appeals.

Myers Would End Sales to TV

(Continued from page 1)

in order to afford the necessary protection would have to be greatly in excess of the clearances which are customarily granted one theatre over another."

Allied has a committee consisting of Jack Kirsch and Irving Dollinger working on this subject.

In supporting his contention that discontinuance of sales is the only solution he writes: "Time lags in terms of years sound reassuring, but when we consider the magnificent pictures produced during the past 25 years, where can one draw a satisfactory line?

Old Films New to Youngsters

"What we must remember is that a new generation has arisen to whom the venerable classics are brand new. For example, what have the theatres today to offer the small fry comparable to the Shirley Temple pictures? Every day young folks are discovering on television pictures which delighted us oldsters in the 30's and 40's.

"So long as television is able to offer entertainment of that caliber without charge, there is little incentive for the public to take a chance on the current product at the theatres, where they must pay."

If sales to television cannot be ended "the very least the film companies can do is to grant the theatres definite, adequate clearances over TV which they can use in their advertising to offset the reckless and sometimes untrue advertising of the broadcasters," Myers states.

'Would Be a Definite Boost'

Banning further sales to TV would be a definite boost to morale and "would restore enthusiasm and provide the perfect incentive for all factions to join in an irresistible campaign to revive theatre going among the American people," Myers declares.

"How smash an all-out, all-industry business building campaign would be, and with what determination and success it could be carried on, if only the black beast television could be banished or its sharpest fangs drawn. Possibly a temporary respite (say, five years) is all that is needed. The theatres have shown remarkable recuperative powers in the past.

"No matter what is done with respect to supplying pictures to television or limiting the use thereof on that medium, the industry will still need a revival. There will have to be a co-ordinated business building plan supported, participated in, and of benefit to—everybody.

Sees 'Lip Service' Futile

"Many have rendered lip service to this thought during the past year and mysterious meetings have been held and cryptic statements have been made, but as this bulletin is written the tangible results are nil. Representatives of three industry organizations—TOA, MPAA and COMPO—have been in on the conferences, but since Allied was not a member of the latter, it received only fragmentary information.

"Recently Allied leaders were told that the plan would be revealed and all exhibitors would be asked to support it as soon as it has been finally approved by the MPAA.

"It is hoped that the plan will be one that is beneficial to all, that it will command support of all, and that it can be quickly put into operation.

"Definite progress was made when the motion picture industry decided to take over the sponsorship of the Academy Awards program on radio and television. The possibility of making this the greatest night in the history of motion picture business must appeal to the imagination of all connected with the project. Of course, if this meant merely the substitution of brassy motion picture advertising for the flagrant Oldsmobile advertising, nothing wiuld be gained.

'A Night to Remember'

"But Hollywood can put on a far better show than television has ever been able to produce. In fact, the kind of show that the studios can put on would make commercials virtually unnecessary. With emphasis on entertainment and a speeding up of minor prize winners taking those 39 steps to the Oscar, this can truly be made a night to remember."

Allied will call upon regional units to do all they can to publicize the event.

20th-Fox Has Five Ready For January Release

Five CinemaScope productions will be released by 20th Century-Fox during January. Heading the group are David O. Selznick's "A Farewell to Arms" and Jerry Wald's "Peyton Place."

The other January releases are: "The Enemy Below," which opened at the Mayfair Christmas Day; "The Gift of Love," starring Lauren Bacall and Robert Stack, and "Sing Boy Sing," which introduces Tommy Sands, teen-age singing star.

TV Competition Cuts Grosses in Scotland

Special to THE DAILY

GLASGOW, Dec. 25—Television is alarming exhibitors here. The telecast of entire Rangers versus Milano (Italy) football match at a local stadium cost the Scottish trade over £300,000, it is estimated.

Cinema attendances in the Govan area of Glasgow dropped by 46 per cent. There was a 44 per cent drop in Partick, another industrial area, and a 50 per cent drop in Cowcaddens, also a populated area. Cinema managements fear that, if more top games are televised, the outlook will be serious for the trade here.

"Need Determination To Fight"—Myers

"How happy will the New be?" asks Abram F. Myers bulletin to Allied members.

"Hollow expressions of opti will do no good. Such staten have been issued ever since te sion struck us, and look where are now.

"What is needed to impress people are optimistic statements flecting a determination during to fight unitedly and effectivel steer the business out of the drums and back into the prospe trade routes."

Hyman Set

(Continued from page 1)

to the Coast to conduct meeting San Francisco and Los Angeles.

At each of the sessions the rec ly announced orderly release sched of the major companies will be cussed and exhibitors will be aske support the release of quality pro outside of holiday periods with tended playing time and extra pro tion efforts, planned in advance tailored for individual production

Now Up to Exhibitors

The orderly release schedules nounced for 1958 were the result many months of meetings and urgi carried on by Hyman and Leon Goldenson, AB-PT president, w distribution officials. They believe hibitors now must demonstrate t are prepared to cooperate in ret in order that distributors will be i position to justify the new rele schedules.

Intensified competition of new old theatrical films on television a is expected to be a subject of cussion at the January exhibitor c ferences.

Metropolitan Open

(Continued from page 1)

politan would not make its ann visit to this city.

When Rudolph Bing, general ma ager of the opera company made t announcement at a luncheon giv by Talcott Banks, president of t Boston Opera Association, there w great rejoicing among opera love here. The Metropolitan Theatre, se ing 4200 persons, was built 32 yea ago as a showcase for musicals a stage shows as well as motion pi tures and is well equipped to hand the large opera productions.

This theatre, operated by New En land Theatres Inc., Martin J. Mulli president, has 1400 more seats tha the old Boston Opera House. Durin the war years of 1941 and 1942 whe the Opera House was used for t war effort, the Metropolitan Ope Company brought its productions the Metropolitan Theatre for two su cessful engagements.

All
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That
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MOTION PICTURE DAILY

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ıME Poll

ock Hudson o. 1 Money aking Star

ıl Shows Top Ten Stars' pularity is World-wide

(Pictures on Page 3)

lm favorites have worldwide folıgs. Their popularity is only mildfected by international bounda- There were no women included ıg the first ten money-making chosen by circuit and indepen- theatre operators in this country ıe 26 year old annual poll conıd by Fame Magazine for Motion re Herald, both Quigley Publias.

ck Hudson received top rating he first time. John Wayne took ıd position, with Pat Boone,

(*Continued on page* 3)

E. Perkins President Para. International

mes E. Perkins has been named dent of Paramount International s, Inc., it was announced yester- by George ner, vice-dent in ge of world for Para- at Pic- Corp. The intment is tive Jan. 1,

r. Weltner red that Perkins' ex- nce of than thir- ears in every phase of foreign

J. E. Perkins

(*Continued on page* 2)

elevision Today

Page 38

Celebrating the 25th Anniversary of Radio City Music Hall

SECTION BEGINS ON PAGE 5

Harling Raps Toll TV Tests

Sen. Warren G. Magnuson's recent statement that he favors tests of toll television has stirred the ire of Philip J. Harling, co-chairman of the Joint Committee on Toll TV.

There have been tests in the past, Harling wrote, notably at Chicago and Palm Springs. If these were as good as their sponsors claimed, why didn't the sponsors keep on installing their equipment? Harling inquires.

"If, as claimed, it was in the public interest, where are the people who

(*Continued on page* 38)

Charles Pathe Dies In France at 94

Special to THE DAILY

MONTE CARLO, Monaco, Dec. 26.—Charles Pathe, French movie pioneer, died yesterday. Pathe, who would have been 94 today, retired 30 years ago when his Pathe Cinema company was at its peak. Many affectionately referred to him as the "father" of the modern film trade.

Pathe was a self-made man. He had dozens of jobs before he became interested in the phonograph and early kinetoscope of Thomas A. Edison in the 1890's. Shortly afterward he founded a small film company

(*Continued on page* 2)

Records Broken as Crowds Throng to Holiday Shows

By WARREN HARRIS

(Picture on Page 37)

There were a lot of happy faces along Broadway on Christmas Day. True to form, S. Claus delivered a fair share of colorful packages (a few black and white ones, too) to all those persevering showmen who had been looking forward to the gala day as much as the most wide-eyed child. Towards evening, when it came time to pick-up the pile of torn wrappings and twisted ribbons, it must be noted that there was an impressive number of broken records underneath the tree.

The holiday crowds started forming early at Radio City Music Hall and continued in every growing numbers throughout Christmas Day. Warner Bros.' "Sayonara" and the Hall's annual holiday spectacular on stage was the reason, and $33,000 was the record. The steady downpour yesterday failed to discourage the ardent Music Hall fans, with their number winding well up 50th Street towards Rockefeller Plaza.

Crowds of a somewhat different

(*Continued on page* 37)

Says Producers

Must Choose Between TV And Theatres

Pinanski Says Effect of Backlog Sales Is Ruinous

Special to THE DAILY

BOSTON, Dec. 26.—Producers will have to make up their minds whether they want to make pictures for theatres or for television, Sam Pinanski, head of American Theatres here, believes.

Pinanski said the "catastrophic effect on theatres" of the sale of theatrical film libraries for use on free television is so well known now that it must be apparent to producers that, if continued, it will be only a matter

Samuel Pinanski

(*Continued on page* 38)

Century Opens New $1,000,000 Theatre

Century's new Plainview Theatre, located on South Oyster Bay Road near Woodbury Road, was opeend last night with a benefit performance for a number of local Long Island chari-

(*Continued on page* 2)

Harrison for Reagan On Arbitration Unit

The distributors committee on arbitration and conciliation has named Alex Harrison, general sales manager of 20th Century-Fox, as a member of the committee. He replaces Charles Reagan, who resigned.

The distributors have suggested a date for the reconvening of the joint meetings. It will be announced, the distributors committee said, when all participants agree.

PERSONAL MENTION

GEORGE D. BURROWS, executive vice-president of Allied Artists, will leave Hollywood today for New York.

•

LOUIS NOVINS, president of International Telemeter Corp., returned to Hollywood yesterday from New York.

•

BERNIE SHAPIRO, owner of the Southern Poster and Printing Co., Atlanta, has returned there from New York.

•

JOSEPH HAZEN, partner of **HAL WALLIS**, producer, has arrived in Hollywood from New York.

•

JOHNNIE HARRELL, film buyer for Martin Theatres, Atlanta, has returned there from New Orleans.

•

PETER LAWFORD has arrived in New York from Hollywood.

Academy Musicians Accept Award Rule

Special to THE DAILY

HOLLYWOOD, Dec. 26—The music branch of the Academy of Motion Picture Arts and Sciences voted this week to accept the board directive that only one Music Scoring Award be given thils year. At the same time, the branch rescinded its previous vote of censure of the board and passed a resolution of confidence in the integrity of the Academy board of governors.

The single scoring award has been newly defined as "for the most effective use of music scoring in a motion picture." In previous years separate awards were made for the Best Scoring of a Musical Film and for Best Scoring of a Dramatic or Comedy Film. The Best Song Award remains unchanged and will be voted as in past years.

Elect Local F-7 Officers

PHILADELPHIA, Dec. 26. — Sam Scuilli, of United Artists, was elected president of Local F-7, IATSE, comprising the front office exchange employees, for the 1958-59 term. Other officers elected for the two-year terms were Philip Gallagher, M-G-M, vice-president; Mary Monaghan, United Artists, treasurer; Jack Smith, M-G-M, secretary; George Evans, Universal-International, business agent, and Miriam Gill, Universal-International, sergeant-at-arms.

Name Perkins

(*Continued from page* 1)

distribution had made him the ideal choice for the post.

Mr. Perkins joined Paramount in 1925 as branch manager in Tokyo, Japan. Successively, he was named Shanghai branch manager, opening the company's first China office in 1929; in 1937 becoming divisional manager for Japan, China and the Philippines; and in 1941 adding India and the entire Far East to his division. In 1944, following a two-and-a-half year period of imprisonment by the Japanese during World War II, he was named division manager for the entire Far East plus Australia, New Zealand and South Africa. In 1946,

Named Head in Britain

Perkins was named the managing director for Paramount in Great Britain, remaining in England until 1955, when he returned to New York to make his headquarters at the Paramount Home Office as executive vice-president of Paramount International Films, which position he has held until now.

UA Sheet Music Has First Release

Unart Music, Inc., wholly-owned publishing subsidiary of United Artists Corp., stars its operation today with the sheet music of "Legend of the Lost," "Declaration of Love" and "Lonesome Love," it was announced by Max E. Youngstein, president.

The three songs already have been waxed by the newly organized United Artists Records and are now in national distribution. Walter Kane of New York is the sole selling agent for the Unart sheet music.

Twelve Are Rated, One Condemned by Legion

Twelve films are listed in the December 26 Legion of Decency ratings. Four are rated as morally unobjectionable for general patronage, four are listed as morally unobjectionable for adults and adolescents, two as morally unobjectionable for adults, one as morally objectionable in part for all, and one was condemned.

The Class A, Section 1, morally unobjectionable for general patronage pictures, are: "Girl Most Likely" (U-I), "It's Great to Be Young" (F-A), "This Is Russia" (U-I) and "World Was His Jury" (Col.)

Class A, Section II, morally unobjectionable for adults and adolescents: "Legend of the Lost" (UA), "Quiet American" (UA), "Ride A Violent Mile" (20th-Fox) and "Witness for the Prosecution" (UA).

Class A, Section III, morally unobjectionable for adults: "Bonjour Tristesse" (Col.) and "Wild Is the Wind" (Para.)

Class B, morally objectionable in part for all: "Blonde In Bondage" (Swedish) (DCA).

Class C, condemned: "Flesh Is Weak" (Br.) (DCA).

Demands TV Films Pay Eady Fund Levy

Special to THE DAILY

EDINBURGH, Dec. 23 (By Air Mail).—Jim Poole, leading independent exhibitor, said here that any possibility of British films being televised without some money being paid into the British Film Production Fund would be "palpably unfair." He was referring to films which had attracted levy from cinema owners.

Local section of the Cinematograph Exhibitors' Association decided that, if films must be shown on television, the timing for their showing should be controlled.

Suggest New Saturday Policy

They suggested that feature films should not be shown on Saturdays before 10 P.M.

Poole told an exhibitors' meeting: "If British films are made available to TV there is nothing in the way of quota restrictions, as with foreign films, to prevent them being shown in quantity at a damaging time for us."

Other exhibitors deplored the poor quality of films on television, and made the point that the public would take from TV what they would not take from the cinema exhibitor.

Charles Pathe Dies

(*Continued from page* 1)

with his brothers. First called Societe Pathe-Freres, the company name was changed to Pathe Cinema in 1896. Eventually, it became one of the world's largest film empires.

The Pathe company produced its own films, built its own studios and laboratories, and set up a worldwide chain of motion picture theatres.

Century Opens

(*Continued from page* 1)

ties. Seating close to 1,700 persons, the Plainview is the Century circuit's 50th motion picture theatre in the metropolitan area, and was constructed at a cost of close to $1,000,000.

Upper Darby Tax Cut

PHILADELPHIA, Dec. 26—The suburban township of Upper Darby, Pa., has reduced its local amusement tax from 10 to 5 per cent. The reduction came as the result of efforts by Jack Flynn, Stanley Warner district manager, Leon Serin and Lou Davidoff.

Lincoln Death News Aids 'Raintree'

Reproductions of The New Yo Times' reporting of the assassinati and death of President Abraha Lincoln formed the eye-catching fro and back pages of an advertisi throw-away distributed at the ope ing night of MGM's "Raintr County" at Loew's State Thea here. Inside pages included art a publicity on the Camera 65 epic.

The terrifying news of April 1 and 16th, 1865, was told in o column headlines, bordered w heavy black lines as a symbol mourning. In comparison with the porting style of today, there h been little change in the Times' dig fied approach of "all the news tha fit to print."

See Delay in Naming Johnston to U.S. Post

From THE DAILY Bureau

WASHINGTON, Dec. 26.—A del of at least six weeks is expected the appointment of Eric Johnst president of Motion Picture Assoc tion of America, to a new assig ment in the field of foreign aid. T Johnston assignment called for for ing a small department which wou be, in effect, a clearing house for i formation on the foreign aid progra this information to be made availa to individuals and organizatio seeking it.

Two Previous Postponements

Official announcement of the Joh ton appointment was expected pri to President Eisenhower's trip Paris, then was expected followi the Chief Executive's return fro France, but in each case there was postponement.

The appointment—if it is made— now expected for some time late January. No statement regarding t situation has been forthcoming fro Johnston.

Riggs to Book 3 More

JACKSONVILLE, Dec. 26.—T Jack Riggs Booking Service of th city has taken over the buying an booking for the Bel-Air, Colonial an Warner Park drive-in theatres Nashville, Tenn.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARLON BRANDO
in SAYONARA
Co-Starring RED BUTTONS
RICARDO MONTALBAN • JAMES GARNER
In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincer Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

Todd Suggests 'Do-It-Yourself'

Liz and Mike Todd are celebrating e first anniversary of "Around the orld in 80 Days" at the Carthay rcle Theatre, Los Angeles, by send- to a few of their innumerable ends a "Do It Yourself Anniversary rty Kit" with instructions on how stage the party.

After "Around the World" had yed at the Rivoli, New York, for ear Mr. and Mrs. Todd had a party Madison Square Garden, it will be alled.

"The news of this leaked out some- w and our party list grew to 18,000 ests—not counting the 30,000 crash- and the 50,000,000 participants by ans of television," Mike writes. "We ve learned from this last celebra- n that these numbers are too great us to handle comfortably."

Likes Sartorial Elegance

With this communication is a set instructions on how to hold a do- ourself party. He suggests white s and full decorations.

At the last party we found out that ck ties do no keep the riff-raff out fact, it encourages them," he ote.

For women's attire he suggests: iaras, full jewelry and long gowns."

The contents of the package—a siz- le creation that would take half a icab seat—came from seven coun- s. This gives some idea: From gland—Reform Club Strawberry serves, Crisp Biscuits, Roly-Poly m Pudding; from France—Cham- gne (six pint bottles), Bar-le-duc, rrons glaces, sardines Henriette. e list goes on and on. From India re was chutney passepartout and served fruit; from China—Fix's fa- ite lichee nuts and Princess Acuda a; from Japan — crabmeat, smoked ters and quail eggs.

Recalls Those Garden Waiters

Mike thoughtfully suggests that en uncorking the campaign it might a good idea to slip a $10 bill to ur domestic help which should p set the mood of the Madison uare Garden party. If you don't e any domestic help, you might p a passerby in front of your se."

Final item on the list is a large bot- of Bromo-Seltzer.

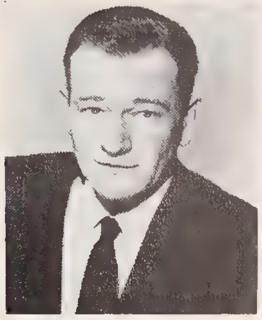
mend Philadelphia re Code Ruling

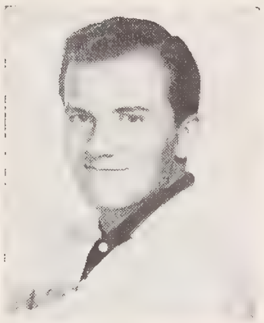
Special to THE DAILY

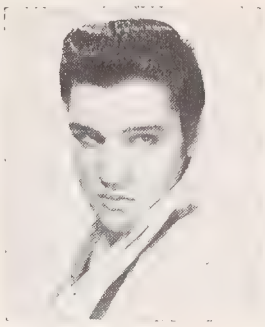
HILADELPHIA, Dec. 26. — The eatre and Amusement Association s notified by Frank L. McNamee, fire commissioner, that an endment to the fire code is being mitted to the City Council that l eliminate the necessity for movie ses to run a trailer or slide on the een at each performance showing iagram of exits. Exhibitors had pro- ted that the rule was discriminatory l unrealistic.

The Top Ten Money Makers

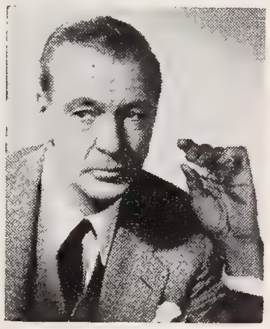
Rock Hudson


John Wayne


Pat Boone

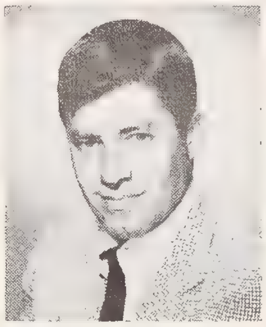

Elvis Presley

Frank Sinatra


Gary Cooper

William Holden

James Stewart


Jerry Lewis

Yul Brynner

FAME Poll Winners Named

(*Continued from page 1*)

third; Elvis Presley, fourth; Frank Sinatra, fifth; Gary Cooper, sixth; William Holden, seventh; James Stewart, eighth; Jerry Lewis (without his former partner), ninth, and Yul Brynner, tenth.

Four of last year's favorites were eliminated from the top ten—Burt Lancaster, Glenn Ford, Marilyn Monroe and Kim Novak.

Canadian ratings were almost the same. Hudson was the leader in Canada, too, followed by Sinatra, Cooper, Lewis, Doris Day, Wayne, Holden, Stewart, Brynner and Presley.

In Great Britain, there were three lists for voting, one for British stars exclusively, one for international stars and one for western stars.

British Victors Listed

The British stars in the order of their voting strength were: Dirk Bogarde, Kenneth More, Peter Finch, John Gregson, Norman Wisdom, John Mills, Stanley Baker, Ian Carmichael, Jack Hawkins and Belinda Lee. The international favorites over there were: Bogarde, More, Burt Lancaster, Hudson, Peter Finch, Jeff Chandler, John Gregson, Martin and Lewis, Norman Wisdom and Yul Brynner. Western leaders in the British voting were: Audie Murphy, Lancaster, Randolph Scott, Wayne, Glenn Ford, Allan Ladd, James Stewart, Jeff Chandler, Kirk Douglas and Joel McCrea.

Hudson's climb to top rating began with his appearance in "Fighter Squadron" in 1943. Universal pushed him forward carefully in action pictures until he appeared in "The Magnificent Obsession." His most recent appearances in "Giant," "Written on the Wind," "Battle Hymn" and "Something of Value" have enhanced his popularity.

John Wayne has been a regular among the top stars for a long time.

Some of the new leaders are products of other branches of show business. Boone came out of obscurity from a local radio show at Nashville and then became a national record favorite. Presley was a teenagers' sensation on both records and the air before appearing in his first picture. Jerry Lewis started up the ladder with Dean Martin as partner on the Catskill summer resort circuit, and went on to night clubs and vaudeville. Now as a single he is even more of a favorite.

It isn't generally known that James Stewart began his acting career on the stage.

G. A. Roberts, Retired Sales Executive, Dies

George A. Roberts, 78, a retired 20th Century-Fox sales executive, collapsed and died in the Jamaica Station of the Long Island Rail Road during the trainmen's strike here Christmas Eve. His wife and daughter survive.

Roberts had joined Fox in the early 1920's and had served as sales manager for "The March of Time" and the Fox Movietone News. He retired about five years ago.

Memphis Bans 'Woman'

MEMPHIS, Dec. 26.—The Memphis board of censors announced Christmas Day it had banned the film "And God Created Woman" from Memphis screens. Mrs. B. F. Edwards, chairman, said the film was "lewd, lascivious and immoral." It was scheduled to show at Loew's State. The censors then denied an application of Howco Exchange to make deletions and then show the film to adult audiences only.

Paul Gulick, Former Publicity Head, Dies

Paul Gulick, 77, for many years director of publicity for Universal Pictures Co.; former president of AMPA and former secretary of the old Motion Picture Club, died Tuesday at his home, 808 Bronx River Road, Fleetwood, N. Y. Masonic funeral services were conducted Thursday afternoon.

Burial will take place at Pittsford, Vt., Saturday afternoon.

He was born Sept. 25, 1880, the son of Rev. Harvey Gulick, Congregational minister at Shelburne, Vt. After graduating from the University of Vermont at Burlington he became an insurance salesman. Later he was a school teacher at Charlotte, Vt.

Had Edited Vanity Fair

His first newspaper work was as drygoods editor of the Journal of Commerce. This led to the formation, with Philip Mindil, of a press bureau, which handled legitimate theatres and other enterprises. At one time he was city editor of Vanity Fair, entertainment and sports weekly.

His first connection with the film business was in 1911, when George U. Stevenson, then editor of Universal Weekly, hired him to run a convention daily at a convention held in Grand Central Palace. Gulick became director of publicity and editor of Universal Weekly in 1913.

In recent years he had lived in retirement.

Mrs. Gulick; a brother, Karl, and two sisters, Marie L. Gulick and Mrs. Christine Frost, survive.

Craft Reopens Theatre

ATLANTA, Dec. 26.—J. E. Craft, owner of the Strand Theatre, Tompkinsville, Ky., has reopened the house, which was formerly owned by the Rockwood Amusement Co., Nashville.

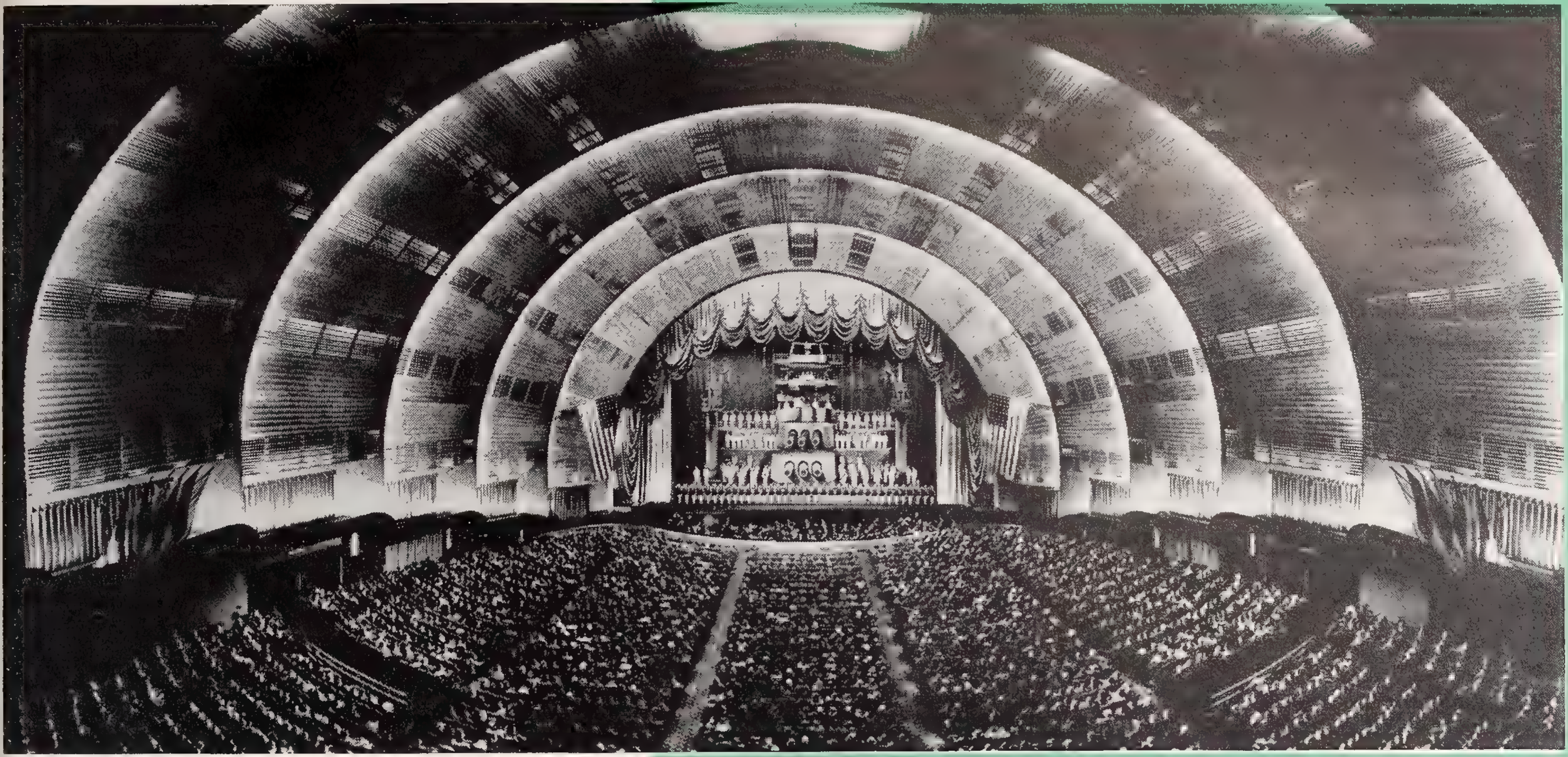
It is a real pleasure to pay tribute to RADIO CITY MUSIC HALL on the occasion of its Twenty-Fifth Anniversary. No other theatre in the world has set and maintained such consistently high standards of dignity, good taste and popular appeal in the presentation of fine motion pictures to the public.

The keen judgment of its management and the devoted efforts of its entire personnel have combined over the years to make a unique and outstanding contribution to the entire motion picture industry. I salute them all and extend my warmest good wishes for the many years of the same magnificent leadership in the motion picture industry which lie ahead for Radio City Music Hall.

SAMUEL GOLDWYN

PRESENTING A SPECIAL SECTION MARKING THE ENDURING TRIUMPH OF A GREAT IDEA AND IDEAL IN ENTERTAINMENT

Radio City Music Hall's Glorious Quarter-Century



RADIO CITY MUSIC HALL

By ERIC JOHNSTON
President of the MPAA

ERIC JOHNSTON

FROM the day that its doors opened, Radio City Music Hall has been an American institution. It is the mecca of the entertainment world. "It played The Hall." What a proud accolade for any picture!

Wherever I go around the world, people eagerly ask questions about the United States. And almost invariably one question is: "Won't you tell me about Radio City Music Hall? That's the first thing I'd like to see in America."

And when they say that, they are paying tribute not alone to a theatre of beauty and magnificence, but to the motion picture as well. For The Hall and good motion pictures are synonymous.

Scientists tell us that a world of fantastic wonders lies over the horizon. When we reach it, The Hall will still be then, as it is on this 25th Anniversary, a wonderful American institution.

■ ■ ■

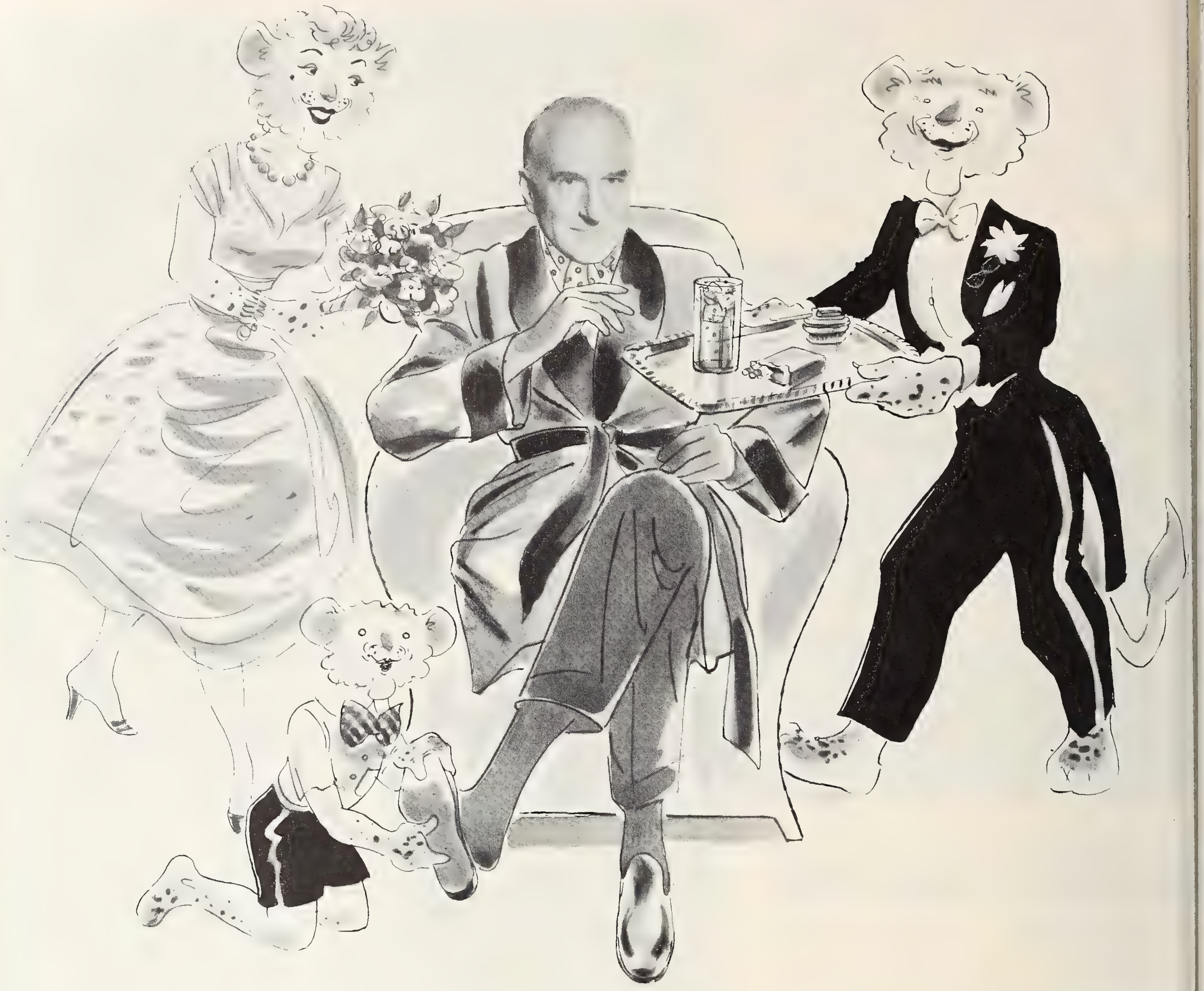
THE TWENTY-FIFTH ANNIVERSARY of the founding of Radio City Music Hall is an event of significance to the amusement industry. From a standing start in the midst of the economic depression of the Early Thirties, this enterprise has developed into the world's pre-eminent theatrical institution. It has been a record of superlative accomplishment.

Initially conceived and sponsored by John D. Rockefeller, Jr., it has enjoyed over the years a skillful and buoyant administration through the efforts of a succession of distinguished executives.

First shepherding the Music Hall into a position of unique acceptance was the late W. G. Van Schmus. He was succeeded by G. S. Eyssell, now president of the mammoth Rockefeller Center, Inc., which includes the Music Hall. Next in the order of succession is the present chief executive of the Music Hall, Russell V. Downing.

To Mr. Downing and to his predecessors in the management of the Music Hall there is due much credit, because through their efforts and the efforts of the considerable personnel that comprises the staff, the institution not only has been most successful, but there has been wrought for it as well a distinct hallmark of character and dignity.

The Music Hall deservedly enjoys a vast popularity with residents of the metropolitan area and also with great numbers of people from across the nation and from across the world. For multitudes of New York visitors a sojourn in the city is incomplete without a visit to the Music Hall. It is well that this should be so because there is no like institution anywhere. —MARTIN QUIGLEY



WE MAKE A FUSS ABOUT UNCLE RUSS!

A happy occasion indeed! The Music Hall's 25th Birthday is deservedly enjoying global acclaim because yours is an institution that captures the imagination of showmen everywhere.

(continued)

(continued)

M-G-M joyfully joins millions of well-wishers in extending hearty congratulations to you, Russell Downing, and your talented associates for your astute and long-continued direction of the world's most famous showplace.

We take pardonable pride in the part you have permitted us to play in the 25 years we are all commemorating. May we look back briefly over those years:

> M-G-M had 6 of the 10 top grossing pictures, more than any other company ("The Great Caruso," "Ivanhoe," "Show Boat," "7 Brides For 7 Brothers," "High Society," "Teahouse Of The August Moon"). M-G-M had the co-holder of the longest run record, 11 weeks for "Random Harvest." 109 M-G-M pictures played the Hall for the greatest number of weeks of any company.

Forgive us for pointing, but we're very proud of the offerings we will be making to the industry in the months ahead:

> The star of your highest-grossing picture brings his newest musical romance to the screen in "Seven Hills Of Rome" (Mario Lanza, Renato Rascel, Marisa Allasio, Peggy Castle); "The Brothers Karamazov," the most publicized title in years has revealed its greatness in theatre previews here and in California (Yul Brynner, Maria Schell, Claire Bloom, Lee J. Cobb, Albert Salmi, Richard Basehart, William Shatner); "Merry Andrew," the perfect Easter attraction, has just had its first theatre preview where an enthusiastic audience hailed a great comedian's new, big musical comedy (Danny Kaye, Pier Angeli, Baccaloni, Noel Purcell, Robert Coote, Patricia Cutts); and the first Lerner and Loewe score since "My Fair Lady" will be heard when "Gigi" the famed Colette play of innocence and worldliness in Paris comes brilliantly to the screen (Leslie Caron, Maurice Chevalier, Louis Jourdan, Hermione Gingold, Eva Gabor, Jacques Bergerac, Isabel Jeans).

Happy Anniversary to all at the Hall!

The Glorious Quarter-Century!

Radio City Music Hall through the years that saw its establishment as a showplace of a nation

By SHERWIN KANE
Editor of Motion Picture Daily

As THE RADIO CITY MUSIC HALL arrives at its Silver Anniversary, its position as the "Showplace of the Nation" is more firmly established than ever. This is no idle birthday praise. The record, the facts, attest to it.

Throughout 1957, a year of trial and perplexity for showmen everywhere, the Music Hall maintained its steady average of more than eight millions of customers, established new gross records, continued to be New York's leading tourist attraction, as well as the favorite showplace of the metropolitan area's families, and had waiting lines longer and more frequently than any other theatre's.

In its 25 years of operation it has rolled up an estimated total of 160,000,000 admissions. Its visitors have included dignitaries and celebrities from all over the world.

The 10 top-grossing film attractions of the Music Hall's 25-y career, with but one exception, were played after 1950, in the per of television's greatest advances and of the expansion of many n claimants to entertainment dollars. They were:

"The Great Caruso," 1951—10 weeks, $1,392,000; "Mister Robert 1955—9 weeks, $1,354,000; "Seven Brides for Seven Brothers," 1954 8 weeks, $1,345,000; "The Greatest Show on Earth," 1952—11 wee $1,335,000; "Ivanhoe," 1952—8 weeks, $1,255,000; "The Bells St. Mary's," 1945—9 weeks, $1,195,000; "White Christmas," 1954 8 weeks, $1,180,000; "Show Boat," 1951—8 weeks, $1,160,0 "High Society," 1956—7 weeks, $1,135,000; "The Teahouse of August Moon," 1956—7 weeks, $1,125,000.

During the past year, an all-time single week record of $215,0 was set by "Funny Face," Paramount's Fred Astaire-Audrey Hepbu starrer.

It is not by chance that the Music Hall's dominance of the thea scene has continued unchanged for 25 years. An unvarying poli of quality entertainment at a fair price, in surroundings of the utm in comfort and luxury without ostentation—this policy, pursued fr the early weeks of the Music Hall's beginning, has succeeded in maki of it an institution recognized by the public as affording the best

(Continued on page 1

■ ■ ■

Conference of administrative staff members in the office of Ru sell V. Downing, managing director: Fred L. Lynch, director advertising and publicity; Edward Serlin, press representativ Arthur Clary, box office treasurer; John Jackson, director stage operations; Mr. Downing; James F. Gould, vice-preside and treasurer; Sydney Goldman, director of theatre operation Charles Hacker, assistant to Mr. Downing.

RADIO CITY
Music Hall
RADIO CITY
COLUMBIA
PICTURES
CORPORATION

SILVER PLATTER . . . COURTESY OF TIFFANY & CO.

SAYONARA
さよなら

Hollywood, California
December 24, 1957

Mr. Russell Downing
Radio City Music Hall
New York, New York

Dear Russ:

Congratulations on the Twenty-Fifth Anniversary of Radio City Music Hall.

I cannot tell you how much I appreciate the fact that SAYONARA is your Twenty-Fifth Anniversary picture.

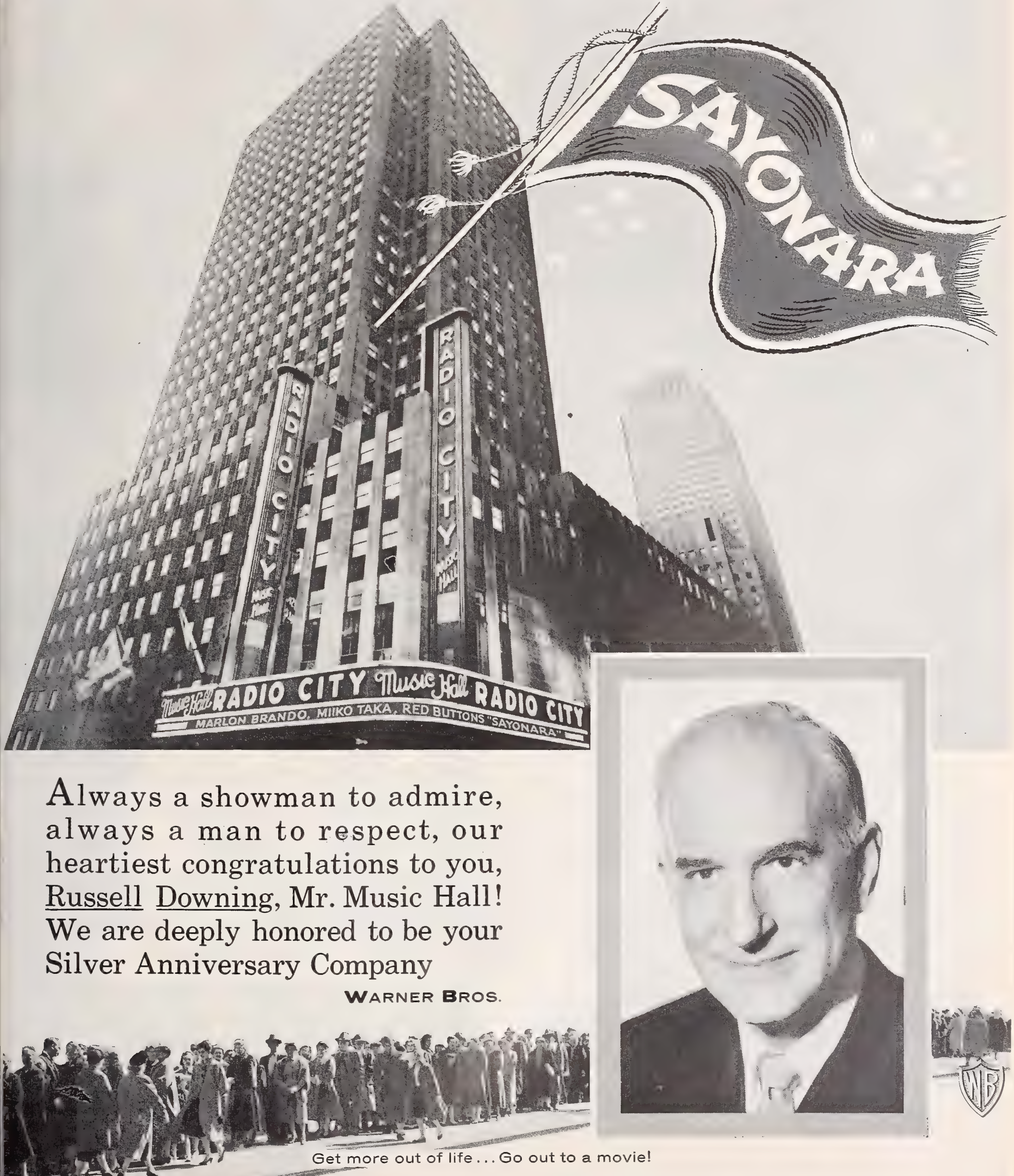
Kindest personal regards,

Bill

William Goetz

"Sayonara," a William Goetz production directed by Joshua Logan for Warner Bros. presentation

25 years as a landmark of the finest—now the landmark of the first smashing engagement of


SAYONARA
RADIO CITY
RADIO CITY MUSIC HALL
Music Hall RADIO CITY Music Hall RADIO CITY
MARLON BRANDO, MIIKO TAKA, RED BUTTONS "SAYONARA"

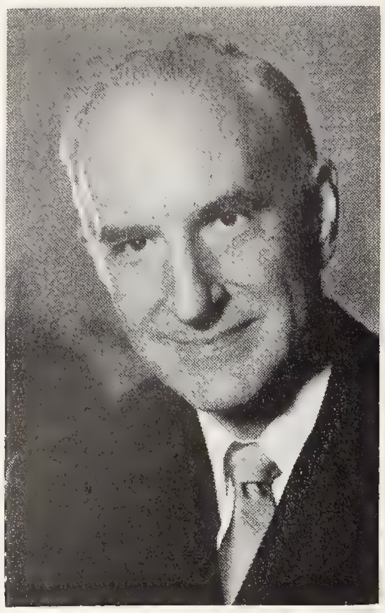
Always a showman to admire, always a man to respect, our heartiest congratulations to you, Russell Downing, Mr. Music Hall! We are deeply honored to be your Silver Anniversary Company

WARNER BROS.

Get more out of life . . . Go out to a movie!

SHOWBUSINESSMAN

Music Hall's President and Managing Director



RUSSELL V. DOWNING has been president and managing director of Radio City Music Hall since March, 1952. He had been associated with the Music Hall in executive capacities for almost 20 years prior to that, having joined it as treasurer in 1933.

Downing's long experience with the "showplace of the Nation" brought him to its topmost position thoroughly schooled in the policies and practices which earned the theatre its eminent place in showbusiness and made him fully aware of the unceasing labor, care and planning required to keep it there. His administration not only has maintained the exceptionally high standards set by his predecessors for high-quality entertainment on stage and screen, for exemplary service, and for the best in furnishings and equipment, but has as well utilized every opportunity which presented itself to expand and improve upon them.

Born in Yonkers, N. Y., August 11, 1900, Downing had little hint in his early school and business life that his career was to lie in showbusiness, either as head of the world's largest theatre, or in any other capacity in the glamorous world of entertainment.

On completing high school, Downing chose the world of business and finance and enrolled at the Wharton School of Commerce, University of Pennsylvania. During World War I he was in Officers Training School at Camp Zachary Taylor. Following the Armistice he completed his education at Columbia University.

Downing's first position was with the Tidewater Oil Company, for whom he became supervisor of U. S. warehouses, being responsible for their location and stocks, and for sales analyses. He was made assistant to the president and accompanied him, five years later, into a newly formed company engaged in developing electric razors, where he served as assistant treasurer. Thereafter he became assistant treasurer of an electric refrigerator company, and still later treasurer of the Prudence Company, a large financial organization. In the latter capacity it became his duty to assist, during the Depression years, in the foreclosure of theatre properties.

Shortly after the opening of Radio City Music Hall in 1932, Downing was offered and accepted the position of treasurer of the corporation, a post he filled until 1942, when he was named vice-president. In 1948 he became executive vice-president, and in 1952 president and managing director. In those years he was an officer also of the Center theatre, which operated in Rockefeller Center until a few years ago. Downing was elected to the board of directors of Rockefeller Center, Inc., in 1952.

(*Continued from page 8*)

theatre-going. Moreover, it is a policy that has done as much to assure it of volume patronage for the future as it has to sell today's shows.

In its working, its pictures are selected with the utmost care, measured to uncompromising quality standards for as diverse a patronage as any theatre anywhere can boast of, which is, at the same time, predominantly a family audience.

To assure a selection of the best that the studios have to offer, Russell V. Downing, president and managing director of the Music Hall, journeys to Hollywood at regular intervals to check on productions in work, or planned, which promise to measure up to Music Hall standards when completed. In addition, he spends many hours with his associates in the two screening rooms within the Music Hall, viewing pictures of many companies.

Lavish stage productions are a basic part of the policy. The shows are produced under the direction of Leon Leonidoff, senior producer, and Russell Markert, producer. They include such famed holiday pageants, repeated annually, as "The Nativity" at Christmas time, and "The Glory of Easter." The two, modernized and including innovations made over the years, have been repeated for 25 years. A more recent production, a choral and instrumental version of "Kol Nidrei," has been presented for the past six years at the time of the Jewish high holiday period in the autumn. This also promises to become one of the traditional annual productions.

Another major part of the policy of entertainment of the highest standard is the group of 46 Music Hall Rockettes, whose precision dancing, devised by Markert and Emilia Sherman, associate director, has made them familiar not only to millions at home, but also has won them invitations to appear on some of the leading stages of Europe.

The very finest in music is provided the theatre's patrons by the Music Hall Symphony Orchestra under the direction of Raymond Paige, while the Music Hall Corps de Ballet, a company of 40 ballerinas, frequently augmented by outstanding guest soloists, brings the classic art to the Music Hall's vast audiences. Margaret Sande is director of the ballet.

Other important parts of the theatre's noted musical offerings are

(*Continued on page 14*)

Rockefeller Center

WORLD WIDE

John D. Rockefeller, Jr.
Founder

The Music Hall has made Radio City a civic, even a geographical fact to many people. It is, of course, a component of Rockefeller Center, that soaring, expanding galaxy of buildings occupying more than six blocks of mid-Manhattan, a capital of commerce operated by Rockefeller Center, Inc., a city within a city.

BACHRACH

G. S. Eyssell
President

ON LEONIDOFF, Vice-Pres.
nior Producer

RUSSELL MARKERT, Vice-Pres.
Producer & Rockettes Director

RAYMOND PAIGE
Director of Music

JAMES GOULD
Executive Vice-Pres. & Treasurer

HARLES HACKER
sistant to the President

Executive Staff

OF

RADIO CITY MUSIC HALL

FRED L. LYNCH
Adv. & Publicity Director

ARGARET SANDE
rector, Corps de Ballet

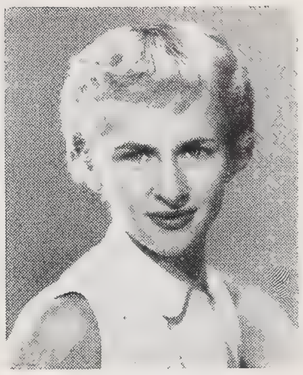
JAMES S. MORCOM
Art Director

FRANK SPENCER
Costume Designer

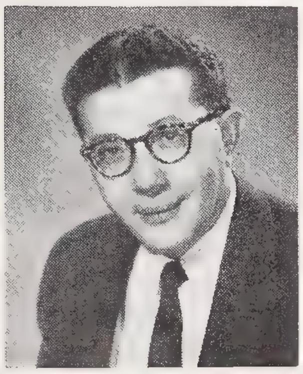
EUGENE BRAUN
Stage Lighting Director

JOHN JACKSON
Director of Stage Operations

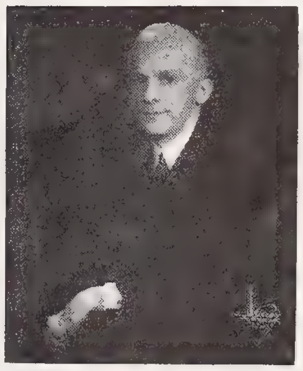
UISE BAYER
rector, Costume Dept.



LEANNE MITCHELL
Co-Dir., Costume Dept.



EDWARD SERLIN
Press Representative



ARTHUR CLARY
Box-Office Treasurer

SYDNEY M. GOLDMAN
Director of Theatre Operations

(Continued from page 12)

the Music Hall Glee Club, of which Ralph Hunter is associate director, and the Music Hall Grand Organ.

A staff of more than 600 artists, executives, technicians, crafts and service workers are required to operate the Music Hall. The statistics which illustrate its vast size and the scope of the housekeeping task required to maintain the theatre in its constant state of ever-newness are as imposing as they are numerous.

The Music Hall has a seating capacity of 6200. Its screen measures 70x40 feet. Its projection throw is 190 feet. Its contour stage curtain weighs three tons and contains more than 2,000 yards of fireproo lining and nearly a mile of bronze cable. In addition to its own tw projection rooms, it has rehearsal halls, a cafeteria for staff members a hospital, its own costume department employing 25 seamstresses a hat making shop and a studio apartment for official entertainments in addition to the engineering, electrical, projection, designing an executive quarters.

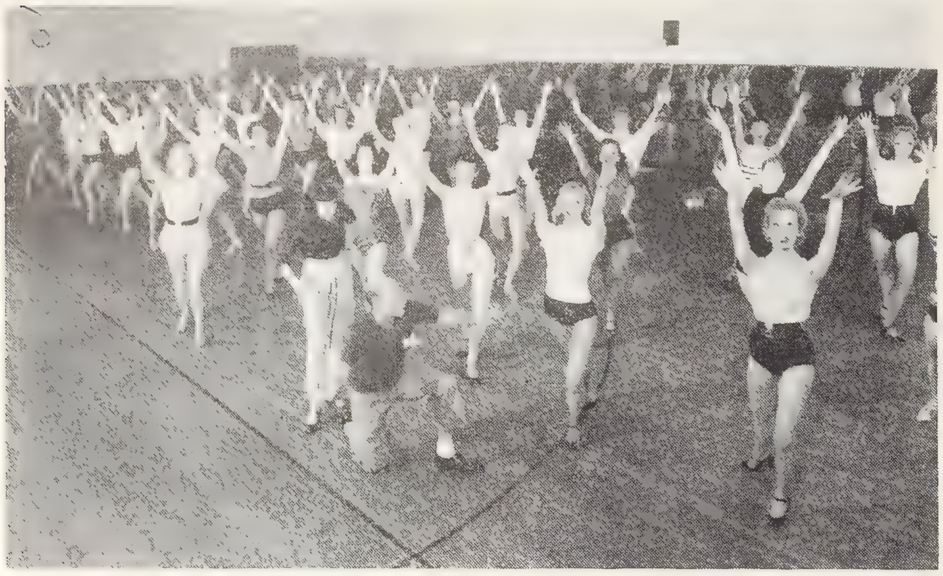
Its housekeeping task is gigantic, endless and costly. But its reward is to be found in the delight of its patrons, who revel not onl in its bigness and grandeur, but also in its atmosphere of comfor and elegance, assured by constant attention to the most minute details Nothing in the Music Hall ever looks worn, in need of repair, or obsolescent. It is as new and spic and span on every day of the year a it was for its opening performance. Its 25th anniversary finds it a fresh and inviting as it was on its first.

To achieve this, the Music Hall spends in excess of $100,000 annually for ordinary repairs and renewal of equipment. It spends approximately $125,000 a year in addition for house cleaning functions performed nightly between closing and the next show.

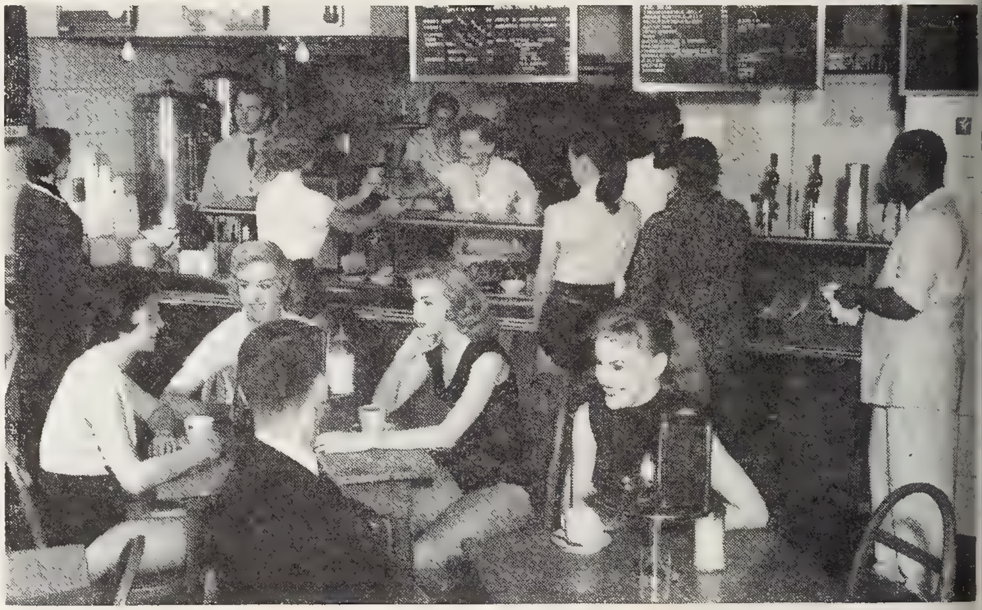
Some of the most revealing housekeeping expenditures incurred b the Music Hall of late included $35,000 for the regilding of the foye ceiling; $25,000 for replacing the contour curtain; $60,000 for installation of CinemaScope and stereophonic sound; $75,000 for a new RCA stage sound reinforcing system.

Its vast carpeting (a special design woven by A. & M. Karag

(Continued on page 16)



To the single end that the public be royally entertained while luxuriously and safely housed, a staff of over 600 is maintained, with services of their own. Here we see (above) Rockettes being rehearsed by Russell Markert and Emilia Sherman, (left) repairs being supervised by August Munster. Louis Arado and William Melton of the maintenance department, (right) employees relaxing in cafeteria.



Section of the infirmary, which has complete hospital equipment.

Ushers being inspected in foyer before going on duty.

CONGRATULATIONS
ON
YOUR
25TH
Anniversary
RADIO CITY Music Hall
ALLIED ARTISTS PICTURES CORP.

(*Continued from page* 14)

heusian), which runs between seat rows as well as in the aisles and across the vast expanse of foyer, on staircases and in lounges, is replaced every three years. Its screen is replaced every six months. There are a full-time staff upholsterer and staff painter.

Historically, the Music Hall was conceived as the ultimate in theatre elegance, a public-magnetizing gem in the real estate diadem that was to become the imposing Rockefeller Center. There were hopes at one time that it would be the new, modern home of the Metropolitan Opera, hopes that were frustrated by social politics. Through its connections at the time with radio interests, RKO took over as operator of the theatre and installed S. L. Rothafel the renowned "Roxy," as its director. The great impresario made the mistake of opening the Music Hall with a vaudeville policy just as radio and motion pictures were sounding its death knell.

The list of performers he assembled for the inaugural performance on Dec. 27, 1932, was as varied as anything that has ever been presented on a stage in a single evening. It included Martha Graham and her dance group, Harold Kreutzberg, Doctor Rockwell, Ray Bolger, Caroline Andrews, the Wallendas, Kikutas, Vera Schwartz, Patricia Bowman, Eddie and Ralph, the Tuskegee Choir, Berry Brothers, Jeannie Lang, Josie and Jules Walton, Joan Abbott, Dorothy Fields and Jimmy McHugh, Coe Glade, Titta Ruffo, Arnaldo Lindi, DeWolf Hopper, Taylor Holmes, Glenn and Jenkins, Weber and Fields, the Music Hall Rockettes, the Music Hall Corps de Ballet, Music Hall Chorus and Music Hall Symphony Orchestra under Erno Rapée.

The program lasted into the early hours of the morning.

At the end of two weeks the policy was changed to the extent of trimming the program to reasonable length and including a feature motion picture. Columbia's "The Bitter Tea of General Yen," starring Barbara Stanwyck and Nils Asther, was the first film to play the Music Hall. It opened Jan. 11, 1933. From then until April 6, the programs were changed weekly. Fox's "Cavalcade" was the first film to play the theatre an extra week.

Meanwhile, Roxy had departed and so had Harold B. Franklin, next to essay policy experimentation in a search for the successful combination. RKO, too, in the process of reorganization in 77-B of the Bankruptcy laws, was out of the picture as operator of the theatre. The lease went back to the Rockefeller interests. In charge was gray-haired W. G. Van Schmus, an industrial and public relations expert from Chicago, who had been recommended by the late Ivy Lee, Rockefeller public relations counsel, for the Music Hall post.

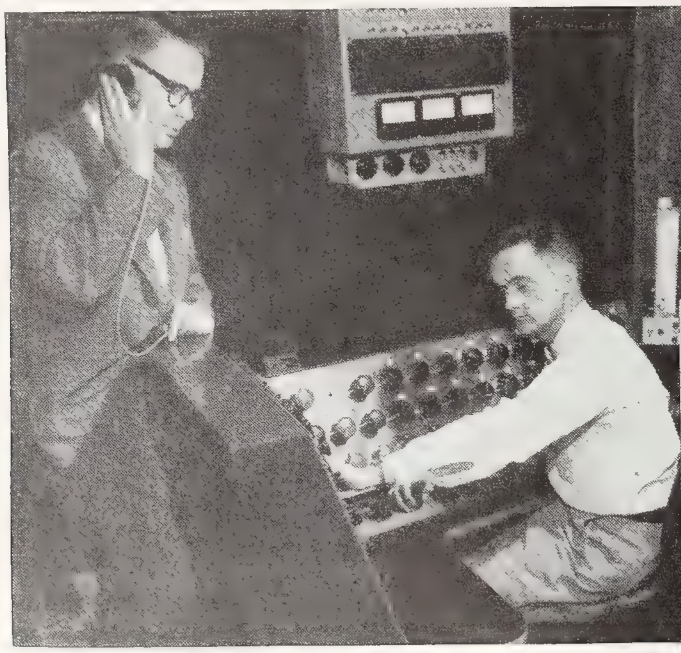
On his staff as assistant managing director was a young man steeped in showbusiness since his school days in Kansas City, who had a record of success as operator of Broadway "showcases." This was Gus S. Eyssell.

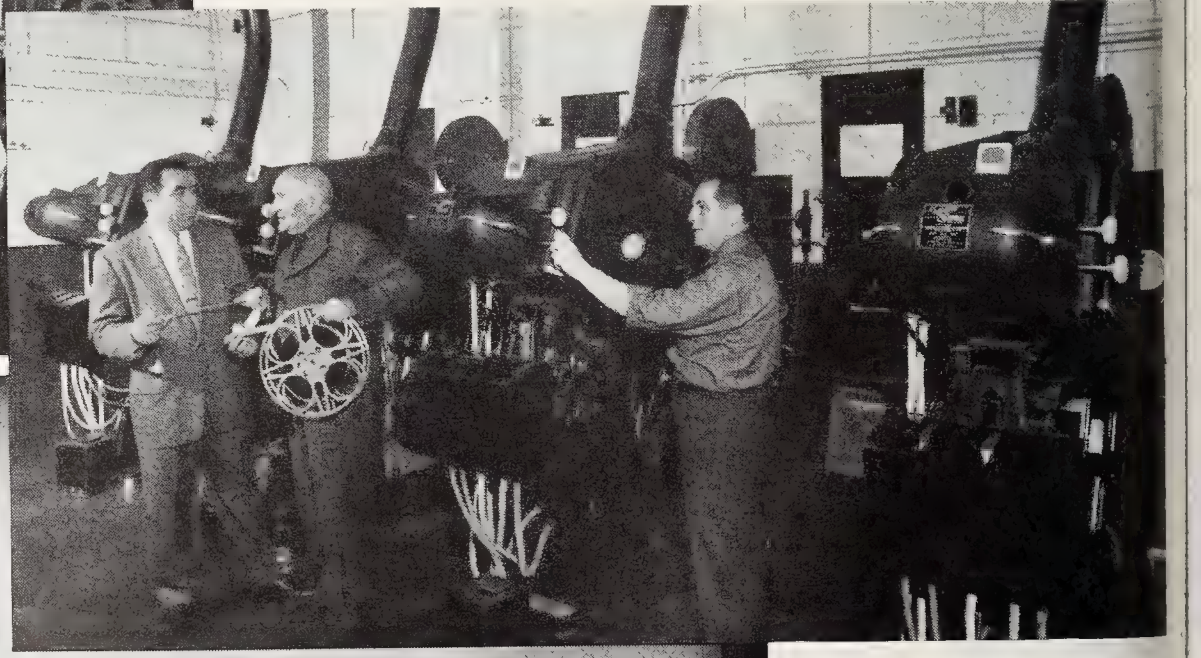
A few months later there was added to the Van Schmus staff another young man, as new to showbusiness as Van Schmus himself, and good with figures. This was Russell V. Downing, the new treasurer. Here was the combination the Music Hall needed. It began to click.

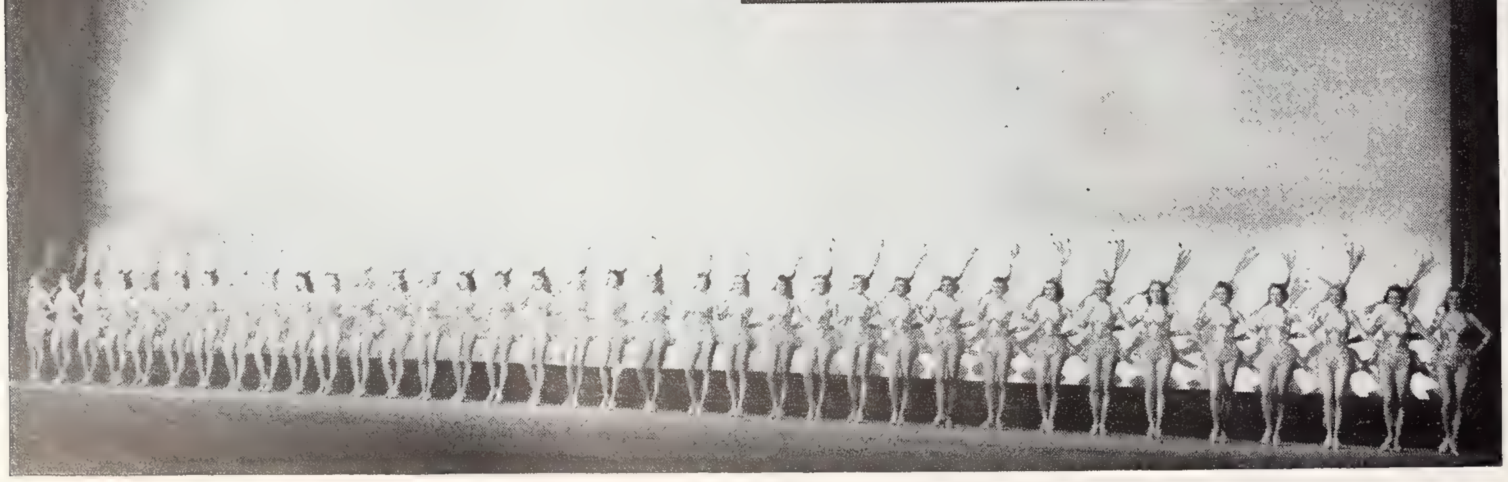
Following the death of Van Schmus in 1942, Eyssell became managing director and continued in that post until elected president of Rockefeller Center, Inc., in 1952, and chairman of the board of the Radio City Music Hall Corp.

Downing, with 20 years of Music Hall experience now behind him, was

(*Continued on page* 30)







Chosen precisely, screen attractions of the Music Hall are presented with precision. Although it must be flown because of stage shows, the screen is 70 feet wide — a size prettily visualized at left by a line of Rockettes. Besides the stereophonic picture sound system, the stage is equipped for sound reinforcement. At top Warren Jenkins, director of sound, and Jerome Swift are shown cueing sound at a rehearsal. Above is the projection room with Ben Olevsky, chief projectionist, conferring with staff.

GET MORE OUT OF LIFE GO OUT TO A MOVIE!

HAPPY

25th

ANNIVERSARY

RADIO CITY
MUSIC HALL

CONGRATULATIONS

from the NSS Prize Baby!

TO

"THE MUSIC HALL"

My Sincerest Appreciation

Fred Astaire

2 weeks	1.	FLYING DOWN TO RIO	'33
2 "	2.	THE GAY DIVORCEE	'34
2 "	3.	ROBERTA	'35
3 "	4.	TOP HAT	'35
3 "	5.	FOLLOW THE FLEET	'36
3 "	6.	SWING TIME	'36
2 "	7.	SHALL WE DANCE?	'37
1 "	8.	CAREFREE	'38
3 "	9.	STORY OF VERNON & IRENE CASTLE	'39
2 "	10.	YOU'LL NEVER GET RICH	'41
2 "	11.	YOU WERE NEVER LOVELIER	'42
5 "	12.	ROYAL WEDDING	'51
7 "	13.	BANDWAGON	'53
7 "	14.	FUNNY FACE	'57
6 "	15.	SILK STOCKINGS	'57
TOTAL WEEKS 50			

During its 25 years the RADIO CITY MUSIC HALL
presented 22 Ginger Rogers Pictures. I'm so grateful.

sincerely

Ginger

Music
Pageantry
the Dance

Arts of the concert hall and stage account for much of the lure and cultural distinction of the Radio City Music Hall. Besides a full-scale symphony orchestra, a male chorus, two troupes of dancers, and a complete department of stage production are maintained as permanent organizations.

Glamour in the making for a new sho

**Working out a Rocke
routine at left are Beul
Crangle, accompanist a
musical adviser; Emi
Sherman, associate dir
tor; Russell Markert, p
ducer and director
Rockettes; and Murial K
duff, captain. Below t
music staff confers wi
Leon Leonidoff, senior p
ducer. Left to right: Jo
Dosso, assocate conduct
Rayburn Wright, orchest
tor; Leon Zawisza, asso
ate conductor; Mr. Leo
doff, Raymond Paige, c
ductor; D. Perrie, libraria**

The Music Hall Symphony Orchestra, under the direction of Raymond Paige (top picture), is the largest permanent theatre orchestra in the U. S. The Glee Club, shown above in rehearsal under Ralph Hunter, associate director, and the Grand Organ are woven into the musical pattern of each program. Pictured at left at one of the twin consoles are organists Richard Leibert and Raymond Bohr.

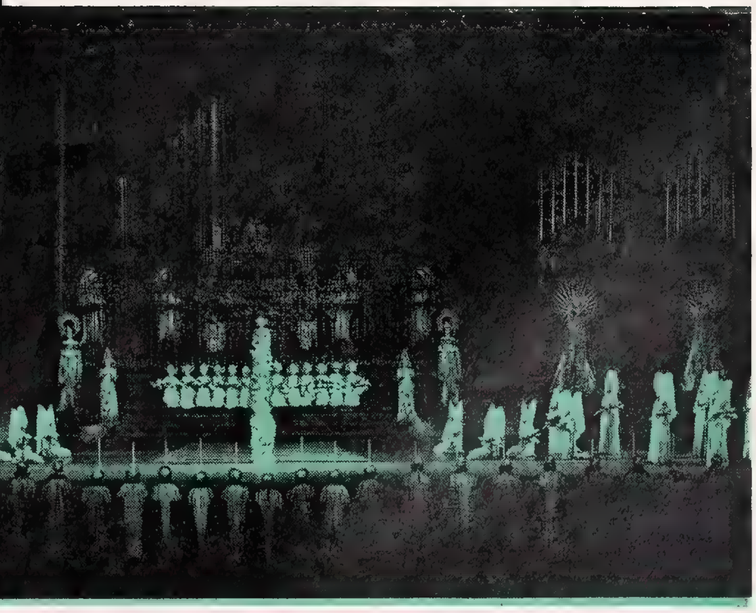
PICTURES ON THIS AND OPPOSITE PAGE BY IMPACT PHOTOS, NEW YO

Rockettes . . . Corps de Ballet

The Rockettes (right) have endowed the Music Hall with unique celebrity for precision dancing. This troupe, originated by Russell Markert, its director, has 46 girls—36 on stage, 10 always being on vacation. . . Forty ballerinas comprise the Corps de Ballet (below), a permanent troupe directed by Margaret Sande.

Classics of the Stage

Scaled for spectacle, the Music Hall stage has been the scene of fabulous pageantry through the years, with three productions achieving such acclaim as to command repetition annually. These are "The Nativity," presented each Christmas season (pictured immediately above); "The Glory of Easter" (right), and "Kol Nidrei," presented during the Jewish high-holiday season in autumn.



"THE BELLS OF ST. MARY'S"*

ARE CHIMING BEST WISHES

FOR EVERYONE IN

"HIGH SOCIETY"*

(WHICH EMBRACES EVERYONE IN SHOW BUSINESS)

TO ENJOY A

"WHITE CHRISTMAS"*

AND A PEACEFUL NEW YEAR

Sincerely,

Bing

*Three of the TOP TEN GROSSES to play the RADIO CITY MUSIC HALL in its 25 Year History.

"They Missed Some Good Ones."

—LARRY CROSBY

From

Robert Sanford

Comes

TWO-FOLD CONGRATULATIONS!

to the

RADIO CITY MUSIC HALL

on its Silver Anniversary

and to

JOHN CROMWELL

Who Directed The Most Pictures to Play The Music Hall

Seventeen – (17) –
Distinguished Productions

Anna and The King Of Siam (Fox)
Abe Lincoln In Illinois (RKO)
So Ends Our Night (UA)
Of Human Bondage (RKO)
Little Lord Fauntleroy (UA)
The Prisoner of Zenda (UA)
Algiers (UA)
The Silver Cord (RKO)
Ann Vickers (RKO)
Sweepings (RKO)
Double Harness (RKO)
Spitfire (RKO)
This Man Is Mine (RKO)
The Fountain (RKO)
I Dream Too Much (RKO)
In Name Only (RKO)
Made For Each Other (UA)

A RECORD INDEED!!!

MR. CROMWELL
Represented by
Robert Sanford
25 West 45th Street
New York 36, N. Y.

★ ★ ★ ★ Radio City Music Hall's TEN TOP-GROSSIN SCREEN ATTRACTION

- Great Caruso, *MGM*, 10 weeks, 1951—Gross $1,392,000
- Mister Roberts, *Warner*, 9 weeks, 1955—Gross $1,354,000
- 7 Brides for 7 Brothers, *MGM*, 8 weeks, 1954—Gross $1,345,
- Greatest Show on Earth, *Paramount*, 11 weeks, 1952 — Gross $1,335,000
- Ivanhoe, *MGM*, 8 weeks, 1952—Gross $1,255,000
- Bells of St. Marys, *RKO*, 9 weeks, 1945—Gross $1,195,000
- White Christmas, *Paramount*, 8 weeks, 1954—Gross $1,180,0
- Show Boat, *MGM*, 8 weeks, 1951—Gross $1,160,000
- High Society, *MGM*, 7 weeks, 1956—Gross $1,135,000
- Teahouse of the August Moon, *MGM*, 7 weeks, 1956 — Gross $1,125,000

THE GREAT CARUSO, Metro-Goldwyn-Mayer

MISTER ROBERTS, Warner Bros.

SEVEN BRIDES FOR SEVEN BROTHERS, Metro-Goldwyn-Mayer

THE GREATEST SHOW ON EARTH, Paramount

IVANHOE, Metro-Goldwyn-Mayer

RADIO CITY
MUSIC HALL
RADIO CITY
MUSIC HALL
Music Hall RADIO CITY Music Hall RADIO CITY
GINGER ROGERS WALTER PIDGEON WEEKEND AT THE WALDORF LANA TURNER VAN JOHNSON AND BIG STAGE SPECTACLE

A Salute to Radio City Music Hall

THE SHOWPLACE OF THE NATION

on its

25th Anniversary

. . . which will be profiled in

THE SATURDAY EVENING POST

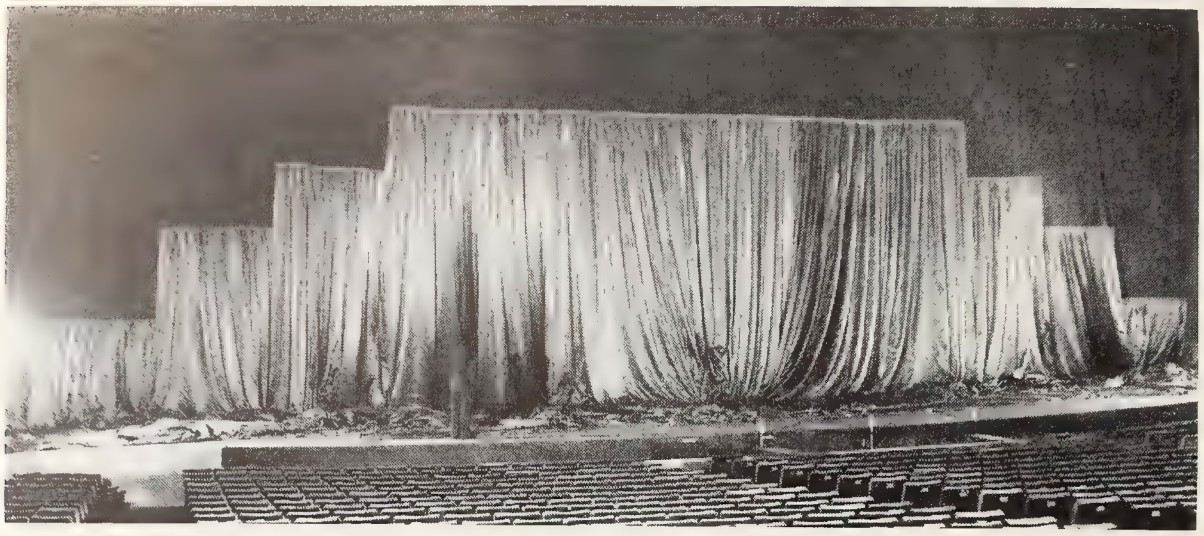
January 11th issue . . . *on sale Jan. 7th*

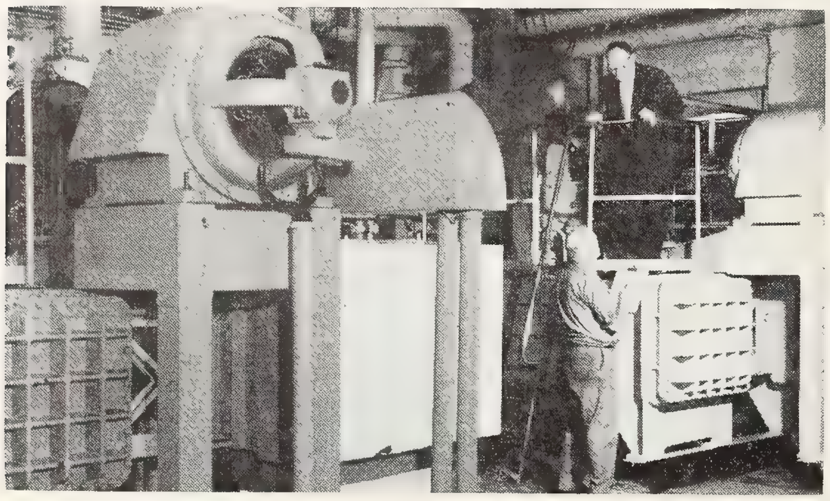
The POST *readers and the*
motion picture audiences are synonymous

The Saturday Evening
POST
A CURTIS MAGAZINE

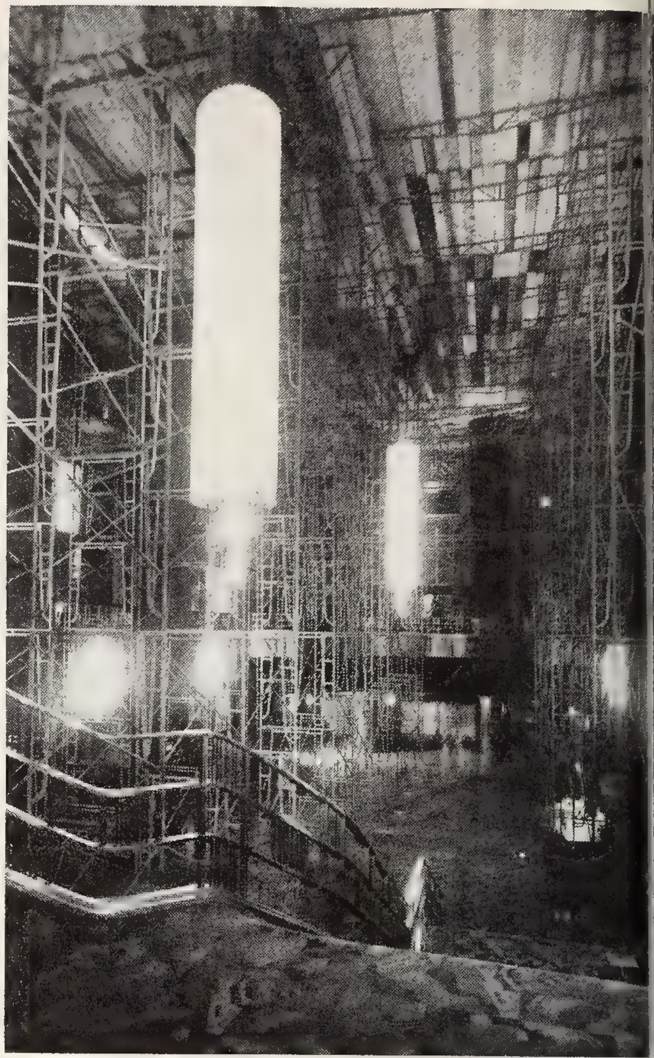
Sells the POST INFLUENTIALS – they tell the others!

Everything is KING SIZE *at the Music Hall!*





. . . as witness these few items: The contour curtain of the mammoth stage (above) weighs three tons, requires over 2,000 yards of fireproof lining, nearly a mile of bronze cable! . . . Cooling plant, a Carrier system that handles almost 300,000 cubic feet of air a minute—pictured at left with Gordon Manierre, chief engineer, on platform . . . Cathedral-high Grand Foyer, shown at right with scaffolding required for ceiling repair.



Congratulations to

THE MUSIC HALL

on its Twenty-fifth Anniversary!

I am deeply honored for having had so many pictures chosen to play the Radio City Music Hall during these many years.

Sincerely,

Arthur Freed

producer of
"SHOW BOAT"
M-G-M
One of the Ten Top Grossers
in the Theatre's history.

Sincere Congratulations

to

RUSSELL V. DOWNING

and to the

ENTIRE STAFF

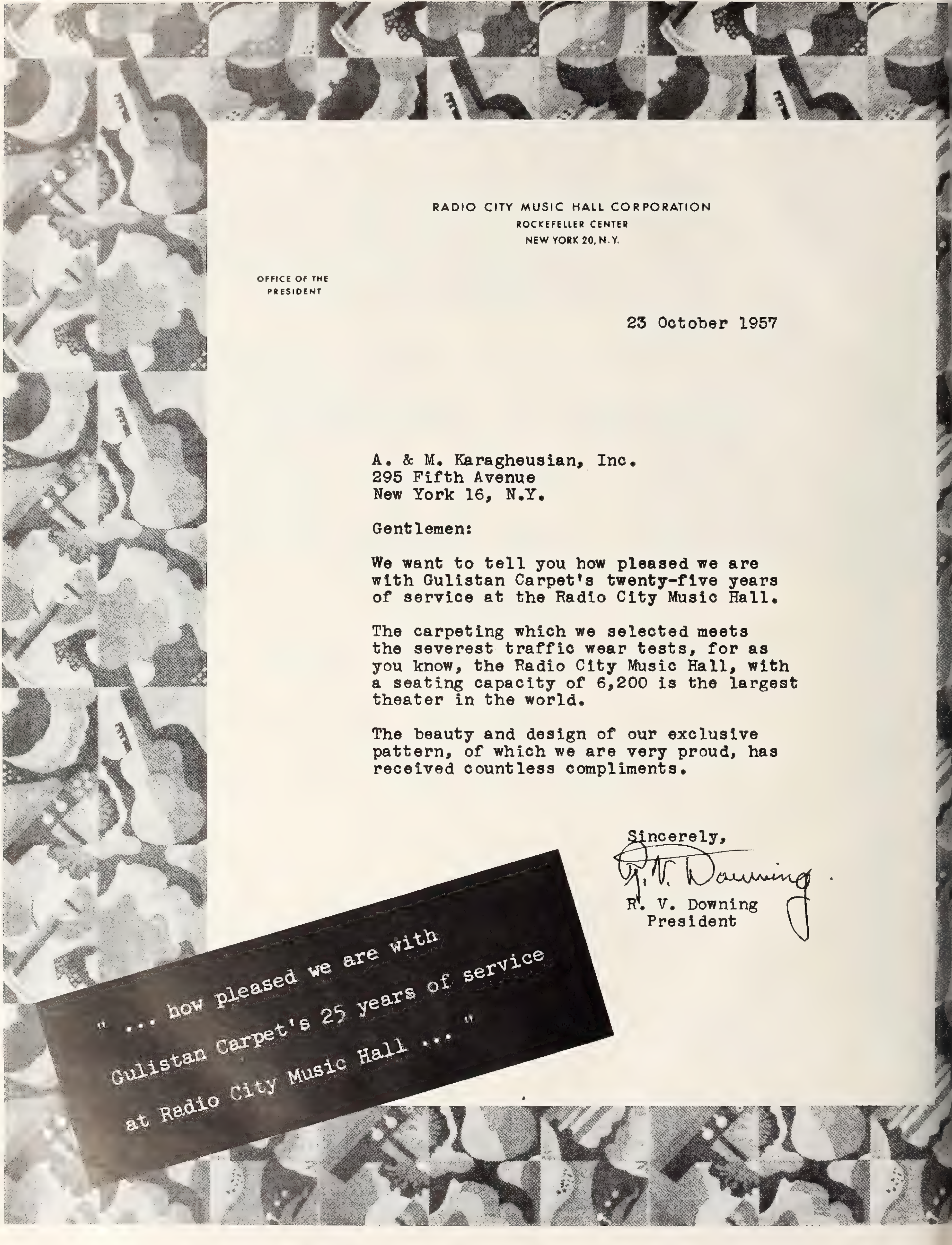
of the

RADIO CITY MUSIC HALL

on its

25th ANNIVERSARY

THE COCA-COLA COMPANY



RADIO CITY MUSIC HALL CORPORATION
ROCKEFELLER CENTER
NEW YORK 20, N. Y.

OFFICE OF THE
PRESIDENT

23 October 1957

A. & M. Karagheusian, Inc.
295 Fifth Avenue
New York 16, N.Y.

Gentlemen:

We want to tell you how pleased we are with Gulistan Carpet's twenty-five years of service at the Radio City Music Hall.

The carpeting which we selected meets the severest traffic wear tests, for as you know, the Radio City Music Hall, with a seating capacity of 6,200 is the largest theater in the world.

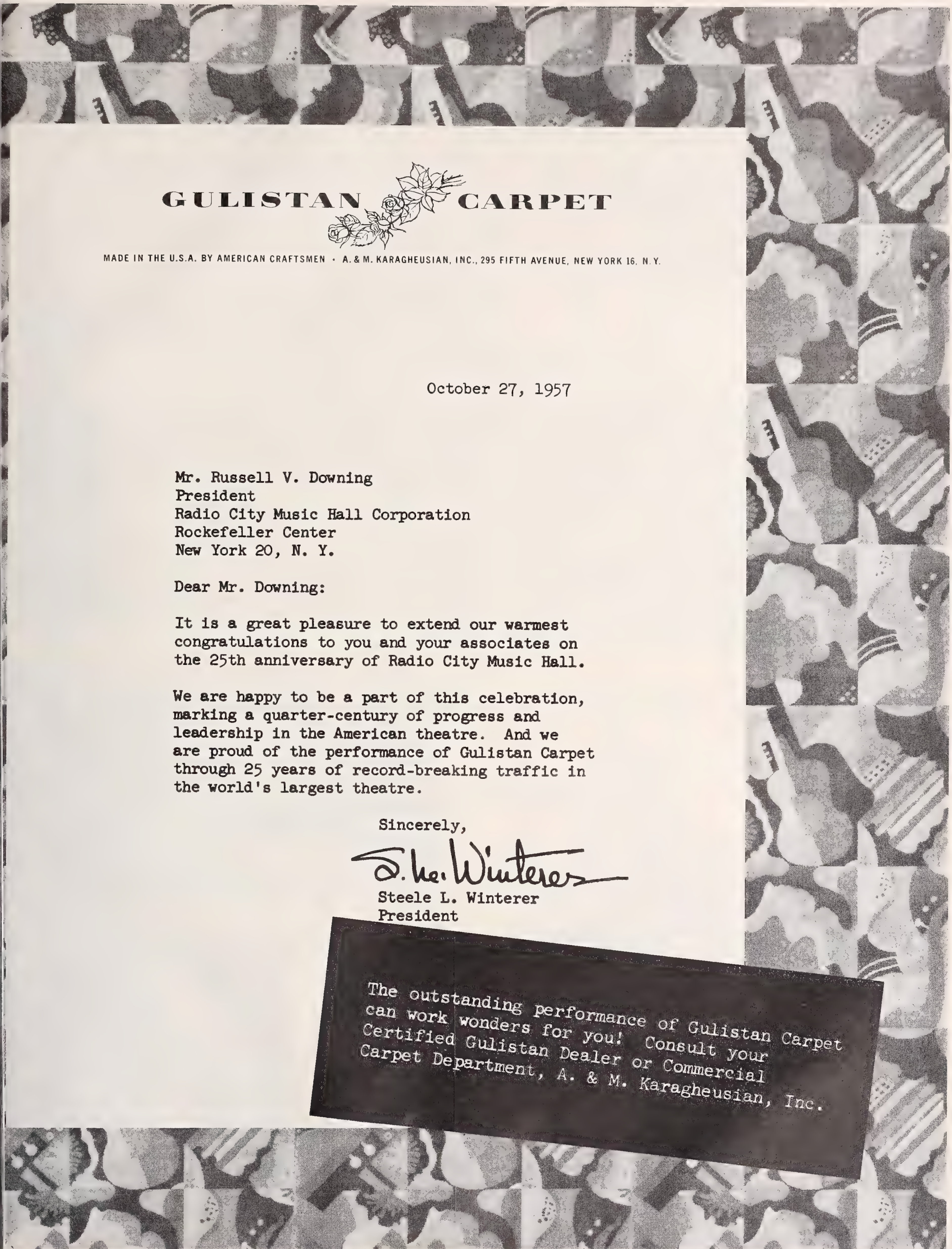
The beauty and design of our exclusive pattern, of which we are very proud, has received countless compliments.

Sincerely,

R. V. Downing

R. V. Downing
President

" ... how pleased we are with
Gulistan Carpet's 25 years of service
at Radio City Music Hall ... "



GULISTAN CARPET

MADE IN THE U.S.A. BY AMERICAN CRAFTSMEN • A. & M. KARAGHEUSIAN, INC., 295 FIFTH AVENUE, NEW YORK 16, N. Y.

October 27, 1957

Mr. Russell V. Downing
President
Radio City Music Hall Corporation
Rockefeller Center
New York 20, N. Y.

Dear Mr. Downing:

It is a great pleasure to extend our warmest congratulations to you and your associates on the 25th anniversary of Radio City Music Hall.

We are happy to be a part of this celebration, marking a quarter-century of progress and leadership in the American theatre. And we are proud of the performance of Gulistan Carpet through 25 years of record-breaking traffic in the world's largest theatre.

Sincerely,

S. L. Winterer
Steele L. Winterer
President

The outstanding performance of Gulistan Carpet can work wonders for you! Consult your Certified Gulistan Dealer or Commercial Carpet Department, A. & M. Karagheusian, Inc.

Hands Across Broadway

From The

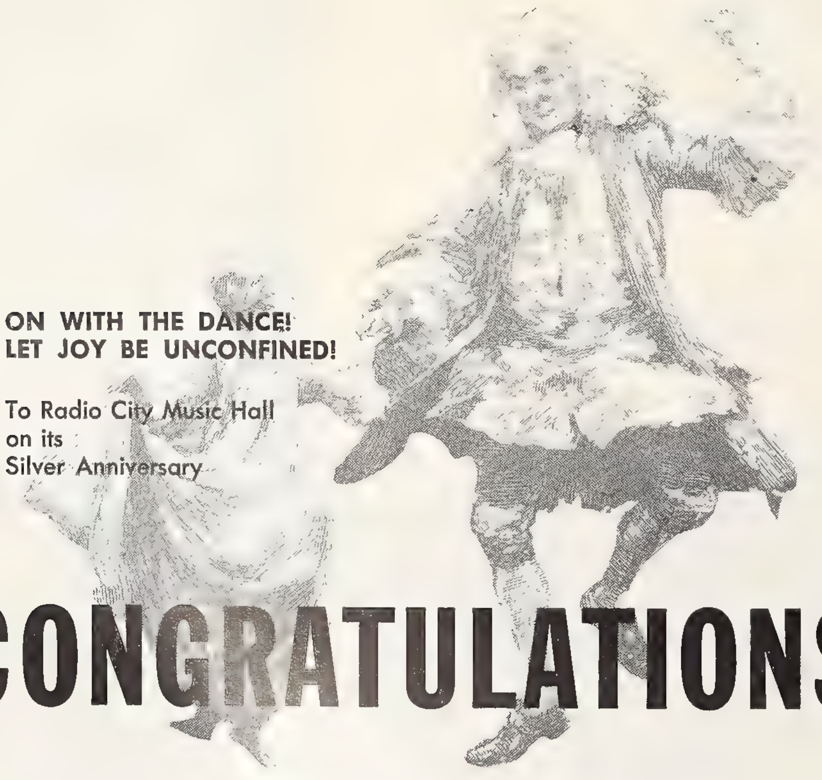
PARAMOUNT
THEATRE

BIRTHDAY GREETINGS TO

Radio City Music Hall

On Its

Silver Anniversary



ON WITH THE DANCE!
LET JOY BE UNCONFINED!

To Radio City Music Hall
on its
Silver Anniversary

CONGRATULATIONS

DANCE · THEATRE · FASHION
1887 1957
The Family Capezio

Celebrating 70 Years
of Service and Progress

Capezio®
THE DANCER'S COBBIER SINCE 1887

Radio City Music Hall's Glorious Quarter-Century

(Continued from page 16)

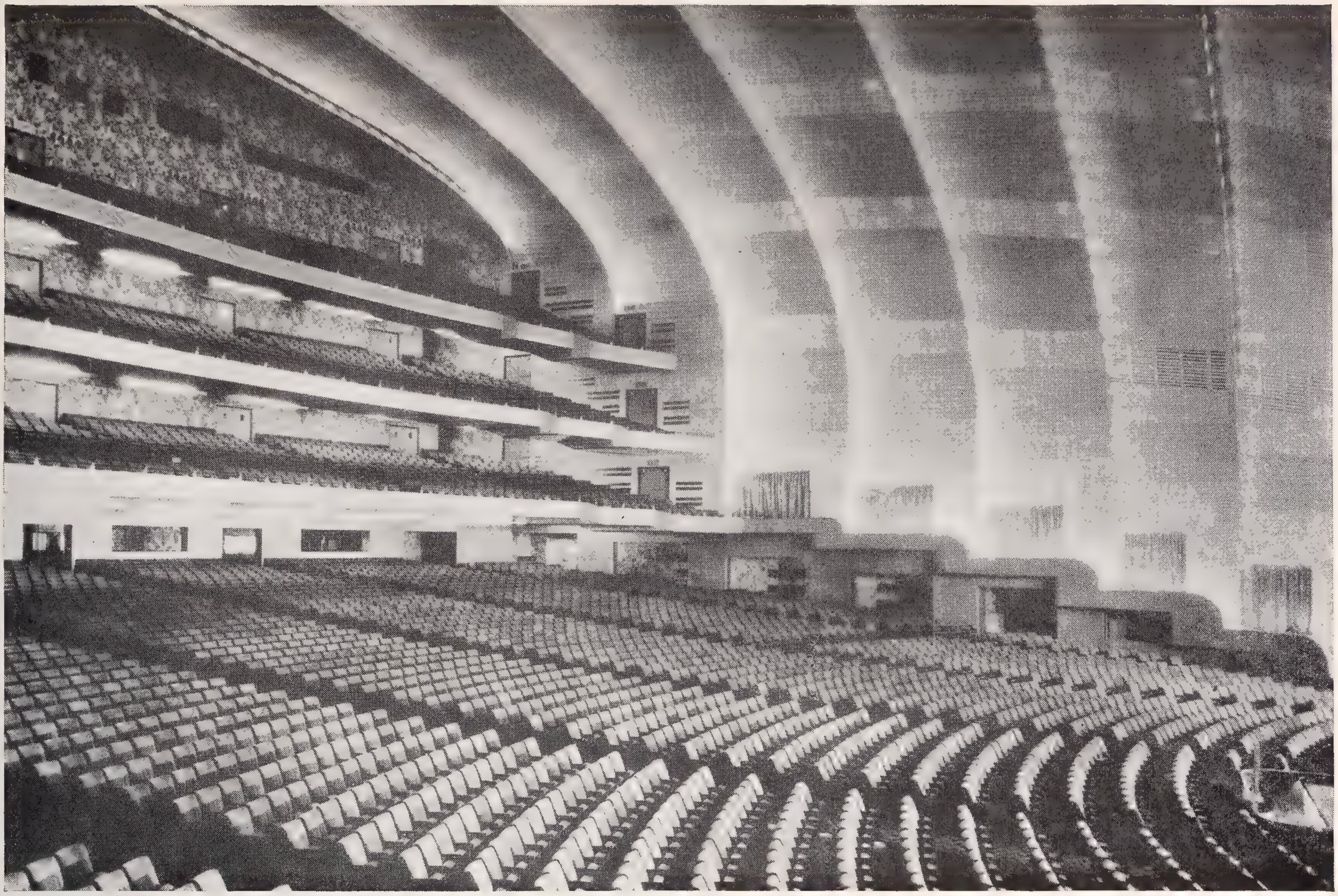
elected president and managing director, and soon after was elect a member of the board of directors of Rockefeller Center, Inc.

It was during those 20 years that the Music Hall was establish as an institution of highest theatrical rank under the policies here fore described. In blueprinting its show and film policy, the mana ment had to plan all the creative and crafts functions and departme which go into the supply of stage productions. At the same time, was obliged to demonstrate to skeptical and not overanxious produc and distributors (most of whom had their own Broadway showca at the time) that it was capable of producing revenues that entit it to first choice of the very best films available. This was a proc that required time and the proof of steadily mounting box office ceipts. But it was accomplished.

Downing in succession had been treasurer, vice-president and exe tive vice-president of the Music Hall prior to his election to the pre dency. In those capacities he was co-author of many of the ba policies and procedures at the Music Hall. As their custodian duri his years as president, the theatre has continued to progress in pub esteem and worldwide prestige.

Music Hall standards of dignity and good taste in it's services and relations with the public, naturally are applicable to it's advertisi and publicity policies as well. Presiding over those areas almost sir the Music Hall's opening has been Fred L. Lynch, former newspap man. The advertising and publicity has contributed much to t institutional conception the public has of the theatre. It is invarial informative, restrained, and factual.

Like other aspects of Music Hall stage productions, costuming is conceived and executed by the theatre's own departments. Above Rockettes are being fitted to new outfits under direction of Louise Beyer, director of the costume department, and her assistant, Leanne Mitchell, while at right suitable headgear gets attention from Andy Pellicano, director, and Albert Packard, business manager of hat dept.



"160,000,000 PEOPLE CAN'T BE WRONG"

. . . says RUSSELL V. DOWNING

President and Managing Director, Radio City Music Hall

"That's the number of people who paid to sit in the luxurious comfort of American Seating Chairs since the opening of the world-famous Radio City Music Hall, 25 years ago," says Russell V. Downing.

"We have never used anything but American Seating Theatre Chairs in the Music Hall, and have nothing but praise for their comfort, appearance, durability, and low maintenance costs.

"In our opinion, good seating is a must for any modern theatre's box office," Mr. Downing states. "We know from Music Hall experience that American Seating Chairs invite our customers to come back again and again."

• • •

We, of American Seating, salute the Radio City Music Hall for its continuing contributions to the amusement of Americans. We take this opportunity to wish them every success in the future.

How about your theatre chairs? Have you sat in one lately? Will they actually encourage your customers to come back? If not, call in the American Seating representative and let him show you how seating can spell success at *your* box office!

AMERICAN SEATING

GRAND RAPIDS 2, MICHIGAN ®

The standard by which all other public seating is measured

ALSO DISTRIBUTED BY NATIONAL THEATRE SUPPLY COMPANY

REVIEWS

Teenage Bad Girl

DCA

Springfield, Mass., Dec. 26

Domestic showmen who look with alarm to widespread reports of juvenile delinquency on these shores can find bitter consolation in comparable occurrences in Great Britain. That country's Herbert Wilcox, functioning as producer-director, under the Wilcox-Neagle Production banner, has turned out a commendable treatment which meticulously avoids violence for mere violence's sake, and proceeds to relate understandingly, poignantly, what happens when a 17-year-old girl strikes out defiiantly, rashly, toward independence. She finds herself unreservedly drawn to people and surroundings far from wholesome.

Sylvia Sims is the teenager; the much-known-and-respected Anna Neagle her widowed mother, recently elevated to fiction editorship on a teen-age magazine; and Norman Wooland, another British marquee-weight name, completes the starring trio as a writer with romantic inclinations toward Miss Neagle.

Mr. Wilcox has peopled his narrative with compassionate souls, individuals who either aid or abuse Miss Sims on her path to maturity and adult comprehension.

This is one of the better imports to play our 48 states in many a month.

Running time, 100 minutes. General classification. Release, not set.

A.M.W.

Teenage Wolf Pack

DCA German, Dubbed

Released on a dual bill with "Teenage Bad Girl," this German melodrama, dubbed in English, has much to recommend it for action audiences. The obvious exploitation possibilities in the title can be capitalized upon easily by astute showmanship stressing the predominantly European cast, with one Henry Bookholt, who consciously or unconsciously emulates the James Dean naturalistic school of histrionics.

Georg Tressler, director, and Wenzel Ludecke, producer, give the youngsters free rein and the story benefits accordingly, particularly after basic premise is introduced. In brief, screenplay, by Continental scriveners, concerns teen-age girl, Karen Baal, who pits two brothers (Bookholt is one) against each other; the ending is inevitably tragic, the young people learning that water eventually finds its own level.

Dubbing is well-done, and photography contains some extremely adroit touches.

Running time, 89 minutes. General classification. Release, not set.

A.M.W.

Radio City Music Hall's Concept Of Entertainment for Millions

That the Radio City Music Hall today enjoys a position unique in the entertainment world will be conceded by all. It can be said without exaggeration that it has produced more wonder and admiration on the part of the general public as well as the trade at large than any other theatrical enterprise of modern times.

Yet the fact that the Music Hall is the world's largest theatre—that it can boast of the world's largest stage as well as the largest orchestra and resident dancing corps of any theatre here or abroad—cannot begin to explain its attractions for the one hunded and sixty million people who have visited it during the past 25 years. For the key to the theatre's tremendous appeal one must look to the uncompromising high quality of the standard it has set itself, for it is to this—rather than to the mere physical "bigness" of the theatre itself—that the Music Hall owes its widely accepted designation as the "world's greatest showplace."

New Trails Blazed

When the Music Hall opened on Dec. 27, 1932, the breathtaking scope of the project itself was matched by the daring and imagination of its stage show policy. All previously-held concepts of entertainment for the "masses" were discarded, particularly the belief that the great cross-section of the population which the Music Hall would have to attract would not "go for" entertainment above the level of what was then accepted. Without precedent to follow, with no similar institution to imitate or previous guides to direct its course, but with confidence in the public's appreciation of its high entertainment concept, the Music Hall set out on its program of motion pictures and awe-inspiring and revolutionary stage presentations. The phenomenal success of this program is now history.

Two Factors Stand Out

Of all the complex characteristics that account for the success and acceptance of the Music Hall's entertainment concept, the following stand out as perhaps the most important: the fact that the Music Hall doesn't play down to its audiences; the high tone and superior quality of the productions and of the individual performers; and the broad appeal inherent in every show—the fact that from an entertainment angle, a Music Hall show is all things to all people of all tastes.

Stage Shows Unique

The theatre's famous stage spectacles which are produced by Leon Leonidoff, senior producer, and Russell Markert, producer, and in which frequently as many as three hundred performers participate—range all the way from smart, modern revues to huge ballet spectacles, imposing stage extravaganzas, grand opera and impressive pageantry. On no other stage in the world are there traditional holiday spectacles more widely beloved than the Christmas and Easter productions presented each year at the great playhouse. In no other American theatre has opera been witnessed by audiences so vast or more enthusiastic. Nowhere else has the art of the ballet been so consistently and successfully featured. The Music Hall is the home of the internationally celebrated Rocketttes, world's greatest troupe of precision dancers. In the pit and on the stage, the Music Hall Symphony Orchestra interprets inspired classics of the masters and important modern works. The Music Hall Glee Club, mixed singing ensembles, and star soloists of opera, operetta and musical comedy, contribute outstanding vocal music. True to its name, the Music Hall has achieved great distinction as the home of fine music.

Concepts Proved Sound

Today the Radio City Music Hall is a notable enrichment of the theatrical scene. But equally important—and from a downright practical point of view—it has proved the soundness of its concept of entertainment to the tune of over 7,000,000 paid admissions a year.

Sixteen in Work for Rank Distribution

Sixteen top-quality motion pictures are either completed or in various stages of production and preparation at the Rank Organization's studios in Great Britain and Europe for future distribution in the American market, according to Kenneth N. Hargreaves, president of Rank Film Distributors of America, Inc.

Already completed and awaiting general release in the United States are "Windom's Way," "Dangerous Exile," "Campbell's Kingdom," "The One That Got Away," "Seven Thunders," "The Secret Place" and "Hell Drivers."

Five Shooting

Five pictures are currently in production at the Pinewood Studios and on location in South Africa. They are "Nor the Moon By Night," "Innocent Sinners," "Rooney," "A Night to Remember," and "Heart of a Child."

In the cutting room are four other releases—"Violent Playground," "The Gypsy and the Gentleman," "A Tale of Two Cities" and "Carve Her Name With Pride."

Rotha Films at Museum Of Modern Art

"The Films of Paul Rotha," a comprehensive review of the film work of the noted British director, producer and film historian, will be shown in the auditorium of the Museum of Modern Art in the spring of 1958, it was announced yesterday by the Museum's Film Library.

Astaire-Rogers Vehicles High in M.H. Popularity

"Top Hat" was the first picture to establish a grossing record at Radio City Music Hall. It played the theatre in 1935 and grossed $131,007 in its first week, extremely big for that time.

The Fred Astaire-Ginger Rogers starrer marked the beginning of a long period of popularity for the team at the Music Hall. Their subsequent starring vehicles inevitably were popular with the showplace's audiences, with the result that even to this day the Astaire-starring "Funny Face," in which Audrey Hepburn is co-starred, racked up an all-time single week record of $215,000 at the Music Hall this year.

Astaire has starred in 15 pictures which had a total playing time of 49 weeks at the Music Hall. "Silk Stockings," his second picture to play the Hall this year, brought the total to 13 weeks of playing time for Astaire starring vehicles in 1957.

British Prepare Plea For Tax Reduction

From THE DAILY Bureau

LONDON, Dec 23 (By Air Mail)—The All-Industry Tax Committee is to meet on January 15 to consider the draft of the memorandum which it is proposed to send in support of a claim for total abolition of entertainments tax. Additional figures, supplied by exhibitors in respect of recent box-office takings, have now been examined by the Committee's financial advisers and their findings will form the basis of the memorandum.

The feeling is fast growing in industry and parliamentary circles that nothing short of total abolition of the tax is going to help the cinemas.

Colo. Restaurants Use Revision of Film Slogan

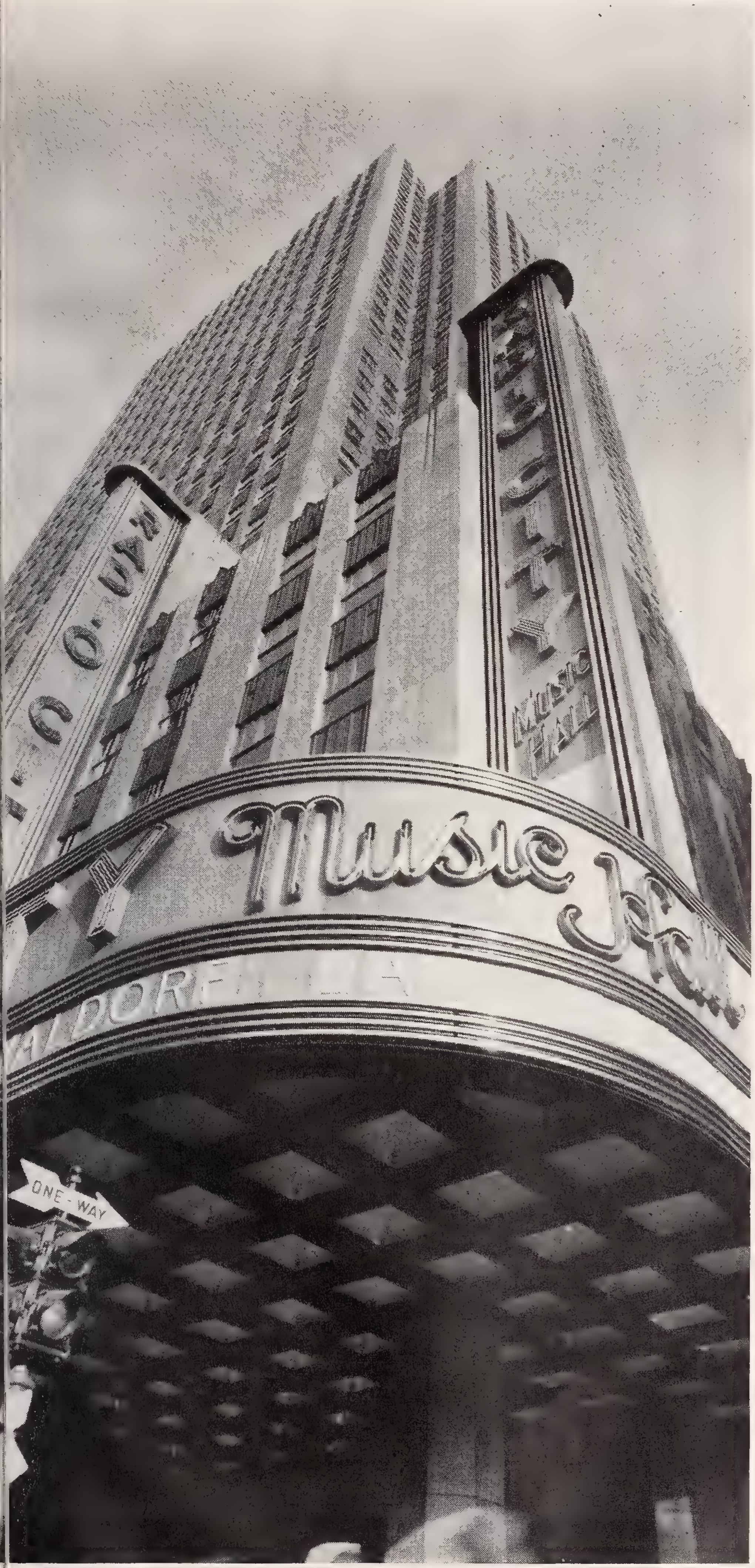
DENVER, Dec. 26 — Restaurant owners are adopting a modified form of the new industry slogan which reads: "Get More Out of Life . . Dine Out and See a Movie."

The tieup followed a series of meetings with members of the Restaurant Owners Association attended by Harold Rose, branch manager for Allied Artists.

It also has been suggested that when the Restaurant Owners of the World meet here in February Hollywood personalities be invited to attend. In the meantime the slogan is being displayed at all restaurants in the state on place cards, table tents, place mats and the like.

Managers Transferred

Florida State theatres ended the year with re-assignment of Miami managers, Al Panetz, the Gable, David Payne the Boulevard, Charles Whittaker the Sheridan, W. Brown to the Coral and Gustave Kavouras to the Regent.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presenting the news as current history of the motion picture and its business, using a greater allotment of time to gather together all the facts pertinent to the ultimate meaning of events and opinion, in all of the interests of the American industry, at home and abroad.

•

QUIGLEY PUBLICATIONS

QP

In the service of the motion picture industry for more than 41 years

Records Fall

(*Continued from page* 1)

one were also stretching the walls of he Paramount Theatre to capacity, where Alan Freed and several dozen ock and roll stars had them dancing n the aisles to the tune of $23,364, he biggest Christmas gross in the theatre's history. Booked for ten days, long with the British film comedy It's Great to Be Young," the inerson show is being patronized mainy by the teenage set, which seems o have no qualms about paying the 2.50 admission which prevails for he better part of the day. Up until :00 p.m. yesterday, business remained at a record level despite the iscouraging rain.

Five-Year High for Roxy

The Roxy was another mecca for he Christmas Day crowds, what with 0th Century-Fox's much ballyhooed Peyton Place" on screen and a holiay ice revue on stage. Here, a five ear high of $27,000 was set, with rowds of generous numbers coninuing through most of yesterday. nother Fox release, "The Enemy Below," reopened the several months huttered Mayfair Theatre with a fine" $4,367 Christmas Day.

Five blocks apart, United Artists' Paths of Glory" and "Legend of the Lost" drew holiday movie-goers to the Victoria and Capitol, respectively. On its Christmas day opening at the Victoria, "Glory" rolled up a $7,140 gross, the highest earned in more than wo years at the Broadway showcase by a UA release. "Legend" turned n a tidy $9,800 at the Capitol.

Santa Good to M-G-M

MGM found Christmas Day business "great," in the swanky East Side neighborhoods as well as on Broadway. "Raintree County" came up with an impressive $9,500 at Loew's State and an equally likable 5,000 at the bandbox Plaza on 58th Street. The Alec Guinness starrer 'All At Sea" earned a nifty $3,000 at the arty Normandie Theatre.

Anna Magnani continued to draw he crowds to the Astor Theatre, where she was on display in Paramount's "Wild is the Wind." Wild, ndeed, was the $6,000 worth of business recorded on Christmas Day as he film neared the close of its second week. Paramount also contributed to he happy $50,000 chalked up by Loew's neighborhood theatres with he Christmas Day opening of Jerry Lewis' "The Sad Sack."

Extra Performances Scheduled

The big street's hard-ticket attractions—now swelled to four with the addition of Columbia's "The Bridge on the River Kwai" to the long run 'The Ten Commandments," "Search for Paradise" and "Around the World n 80 Days" all enjoyed capacity houses on Christmas Day. All have scheduled a number of extra performances for the duration of the holiday season.

Out of town, Universal-International was having a merry Christmas with "The Tarnished Angels," which opens here in New York January 6th at the Paramount Theatre. Typical grosses for the CinemaScope drama included $4,100 at the Goldman in Philadelphia, $1,600 at the Center in Charlotte, N. C., and $2,400 at the Joy in New Orleans, comparing favorably with the business done by "Written on the Wind," UI's record grosser of the year.

BOSTON, Dec. 26—Downtown theatre managers here received a heartwarming Christmas present when business was so brisk that it smacked of the good old days. With the array of product the strongest in years, feature stories in the daily and Sunday papers made the public well aware of the pleasure of going "out" to the movies.

New Marks Established

Christmas Day films established new records in several houses. "Sayonara" at the Metropolitan, "Peyton Place" at the Memorial, "Sad Sack" at the Paramount and Fenway, and "Les Girls" at the State and Orpheum were the leaders, with "Old Yeller" at the Beacon Hill, "The Admirable Crichton" at the Exeter, and "Across The Bridge" at the Kenmore not far behind.

The three stand-by holdovers, "Around the World in 80 Days," "Search for Paradise" and "Raintree County," also cashed-in on the general enthusiasm. "Bridge on the River Kwai" opened at the Gary today with a strong advance sale.

RICHMOND, Va., Dec. 26—Christmas business, according to theatre owners and managers here, was the best in a long time in most situations. "Pal Joey" at the Byrd and State, "Sad Sack" at the Colonial, and "Perri" at the Capitol and Willow Lawn were all termed "terrific" and "better than anticipated." Reversing the trend, however, "Teenage Bad Girl," coupled with "Teenage Wolf Pack" was doing nothing at Loew's.

M. P. DAILY picture

Huddled against the wind-driven rain that lashed midtown New York yesterday, Music Hall customers formed a line that at times stretched a block and a half to see the Hall's traditional Christmas show and Warner Brothers' "Sayonara."

PEOPLE

O. George Weitzel, Eastman Kodak salesman in the St. Louis area, will retire on Jan. 1. He has covered the St. Louis sales territory for Kodak continuously since 1920, and last spring became the first Kodak salesman to complete 50 years of service with the company. **Allan R. Karcher**, Kodak salesman formerly headquartered in Lubbock, Texas, will succeed Weitzel in the St. Louis area.

□

Nate Golden, head of the motion picture division of the U. S. Department of Commerce, will be the principal speaker at the installation dinner of the Variety Club of Buffalo, to be held there on Jan. 19 at the Hotel Statler.

□

L. Wolfe Gilbert's book "Without Rhyme Or Reason" will be adapted for the screen as a feature musical, to be made under the banner of Larry Finley Productions. Gilbert, veteran song writer and chairman of ASCAP's West Coast Committee, consummated the deal with Finley whereby he will receive cash plus ownership in the film.

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FORT DOBBS
ALSO STARRING
VIRGINIA MAYO · BRIAN KEITH AND RICHARD EYER
Written by BURT KENNEDY and GEORGE W. GEORGE • Produced by MARTIN RACKIN
Directed by GORDON DOUGLAS • Music by Max Steiner

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.
BOSTON
20th Century-Fox Screening Room
115 Bway • 2:00 P.M.
BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.
CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.
DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.
DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.
INDIANAPOLIS
Universal Sc. Rm.
517 No. Illinois St. • 2:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.
LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.
MINNEAPOLIS
Warner Sc. Rm.
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.
NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.
NEW YORK
Home Office Sc. Rm.
666 Fifth Ave. • 2:15 P.M.
OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee Ave. • 1:30 P.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.
PHILADELPHIA
Warner Sc. Rm.
230 No. 13th St. • 2:00 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.
PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 8:00 P.M.
SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.
SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Egyptian Theatre
2:00 P.M.
ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.
WASHINGTON
Stanley Warner Screening Room
13th & E Sts. N.W. • 10:30 A.M.
WB

Music Hall Has New 'Crystalite' Screen

With the latest replacement of the Radio City Music Hall screen, immediately prior to the holiday program, a Hurley "Crystalite" fabric was installed. This is a new pearl-surface lenticular screen with "lenses" designed for vertical as well as horizontal control of light reflection. The optical pattern used here is for tilt because of the vertical visual range of four levels, from main floor to a third mezzanine, with a projection angle of 14 degrees. The screen measures 70x35 feet.

The Music Hall screen is replaced every five or six months, a practice representative of equipment standards generally. The carpeting in the immense Grand Foyer is replaced every three years. This is a special design by Ruth Reeves, employing musical instruments in a modern abstract pattern. It is a Wilton woven by A. & M. Karagheusian.

Inspection of Seats Nightly

Seating is maintained in top condition by vigilant inspection every night and immediate repair of standards and replacement of fabric. This has allowed continuation of the original installation of some 6,000 American Seating Company chairs, which of course had to be built for such usage in the first place. It is estimated that 160,000,000 people have sat in these chairs since the opening. Extra chairs are kept on hand for replacement of entire chairs which must undergo more extensive repairs than usual.

When the new screen techniques became established, the RCA sound system was augmented for four channels, with three Altec horn systems. The center speakers are structually associated with the screen frame and flown with it. The other two sets are structually bridged and flown as a pair. The Music Hall projectors are Simplex XL's, and lamps are Peerless Hycandescents operated at 155-170 amperes according to density of print.

Ben Olvesky is chief projectionist, Warren Jenkins director of sound.

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Must Choose

(*Continued from page 1*)

of time until their theatre market has dwindled to the vanishing point.

Thereafter, he said, producers would be restricted to making pictures for television for financial returns which will be mediocre compared to the revenue which a healthy global theatre market has and can again produce.

Calls Results Catastrophic

"Films sold to television, even when sold at a good price, constitute direct and destructive competition with theatres," Pinanski said. "The results of that practice to date have been catastrophic. Theatre grosses nationally have suffered and, in turn, the distributors' income has suffered out of all proportion to the prices obtained for the TV rights.

"We can only assume that the companies were pressured by sources not familiar with our business into making the sales. And the result is such that no one could estimate the horrible loss to the boxoffice."

"They thought it would be just added income," Pinanski said.

Now the problem is being aggravated, he believes, by the increasing impression held by the public that all films, first runs included, will be shown free on television within a reasonably brief time.

Clearance a Right, He Says

"Theatres are entitled to a very substantial clearance over TV," he said, "if only for the reason that they sill are the producers' best market and as such provide the overwhelming bulk of his costs. What they get from TV is insignificant by comparison. The situation is similar to the role of a de luxe first run and that of the $30 last run house.

"Producers cannot survive without the theatre market any more than we can survive without the producers. The intelligent minds in production must decide which way they're going. They make the product for us and we pay the heavy initial cost of it. Television could not produce comparable revenue if the product was made available to it first or, even, early. Thus, the producers would be reduced to making mediocre films for television, a greatly diminished and restricted operation."

Sees Tax-Cut Benefits Lost

Pinanski recalled that the industry had received a beneficial shot in the arm not long ago from Federal admission tax relief and the introduction of technical improvements in filming and projection. Those advantages now have been lost, he believes, and feels that the availability of theatrical films on free television is largely to blame.

He considers a roundtable meeting of production, distribution and exhibition leaders is more necessary now than ever "to do some economic planning for the future, to state our objectives and map a direct route to them."

"We are much in need of good, bold, understanding leadership that can state what the industry needs and how to go about attaining it. It might function as a rehabilitation committee, or an industry R. F. C.,—something to provide direction and to take constructive action."

Wants Old Films Re-Issued

Pinanski said he also would like to see the exhibitors of the nation develop a legal and economically sound way of getting the better old pictures from all sources, which would otherwise be sold to television, to replay in the theatres. He believes the idea has merit because there is a huge new audience that has never seen the old favorites and to whom they would be "new" entertainment.

Television Today

Four Accounts Gross $3,000,000 for NBC

Three million dollars in gross business has been placed with NBC-TV's daytime programs by four advertisers, it was announced yesterday by William R. Goodheart, Jr., vice-president, Television Network Sales, for the National Broadcasting Company.

The Corn Products Refining Company has placed orders for sponsorship of quarter-hour segments on alternate telecasts of "The Price Is Right," "It Could Be You," "NBC Matinee Theatre" and "Queen for a Day." Alternate 15-minute segments on "It Could be You" and "Queen for a Day" have also been sold to the Van Camp Sea Food Company.

Alternate Friday segments of "Tic Tac Dough" have been purchased by the H. W. Gossard Company, and the Mentholatum Company has ordered alternate Monday segments of "Treasure Hunt."

Ad-Promotion Services Realigned by WRCA-TV

Advertising and promotion departments of WRCA and WRCA-TV have been realigned to provide greater specialization for audience and sales promotions by Max E. Buck, director of sales and marketing.

The new plan separates these two areas and each will be under a separate manager. Tony Kraemer has been named audience promotion manager and Michael Lannon will get the new post of sales promotion manager. Both will report directly to Buck.

Max Factor Sponsor

Max Factor & Co. will sponsor the new Anne Jeffreys-Robert Sterling Show, "Jacques and Jill," when it debuts on Jan. 20 over ABC-TV. The half-hour romantic comedy will be seen every Monday at 8-8:30 P.M., EST.

Toll TV Tests

(*Continued from page 1*)

are clamoring for it?" Harling asked. "Every audience poll to date indicates that the public is at least 25 to 1 against any form of toll television. You will always find a few who are willing to try anything, but these few fortunately do not mold or form public opinion. To permit a test over the air waves at this time in the face of overyhelming votes of the people in opposition to toll TV would cause irreparable damage.

Risk Capital Being Withheld

Surely, Senator, insofar as the home viewer is concerned it makes no difference to him how he receives his toll TV, whether by air or by wire, but the proponents are endeavoring to avoid spending risk capital, and seek to foist the cost of their experiment onto the backs of the American people because by using air waves they would deprive a person of a free channel."

The committee of which Harling is co-chairman with Trueman Rembusch has recently sent out circulars to thousands of exhibitors and others

WLBR, Lebanon, Pa., To Affiliate With ABC

WLBR-TV, Lebanon, Pa., owned by Triangle Publications, Inc., Radio and Television Division, will join the ABC Television Network January 5, states Roger W. Clipp, vice-president in charge of Triangle Publications Division, and Alfred R. Beckman, vice-president in charge of station relations for ABC-TV.

Fifth Triangle Unit to ABC

WLBR-TV is the fifth Triangle station to affiliate with ABC. The others are: WFIL-TV, Philadelphia; WNHC-TV, New Haven; WNBF-TV, Binghamton, and WFBG-TV, Altoona. The new affiliate serves the Lebanon-Lancaster market and operates on Channel 15 with 129 kw visual power and 16.2 kw aural power.

Ziv Buys Rights For Bat Masterson Series

Ziv Television Programs, Inc. has purchased the rights to story material based on the adventures of Bat Masterson, famed Western hero. John L. Sinn, president of Ziv, announced that production preparations on the new series will begin immediately after the first of the year.

The program is being readied for showing next Fall. Scripts are being prepared and casting is under way. Rights to story material were purchased from Richard O'Connor.

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Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC

Statistical annual of the television and radio industry --- a complete reference book on its companies, activities, personalities.

FAME

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.

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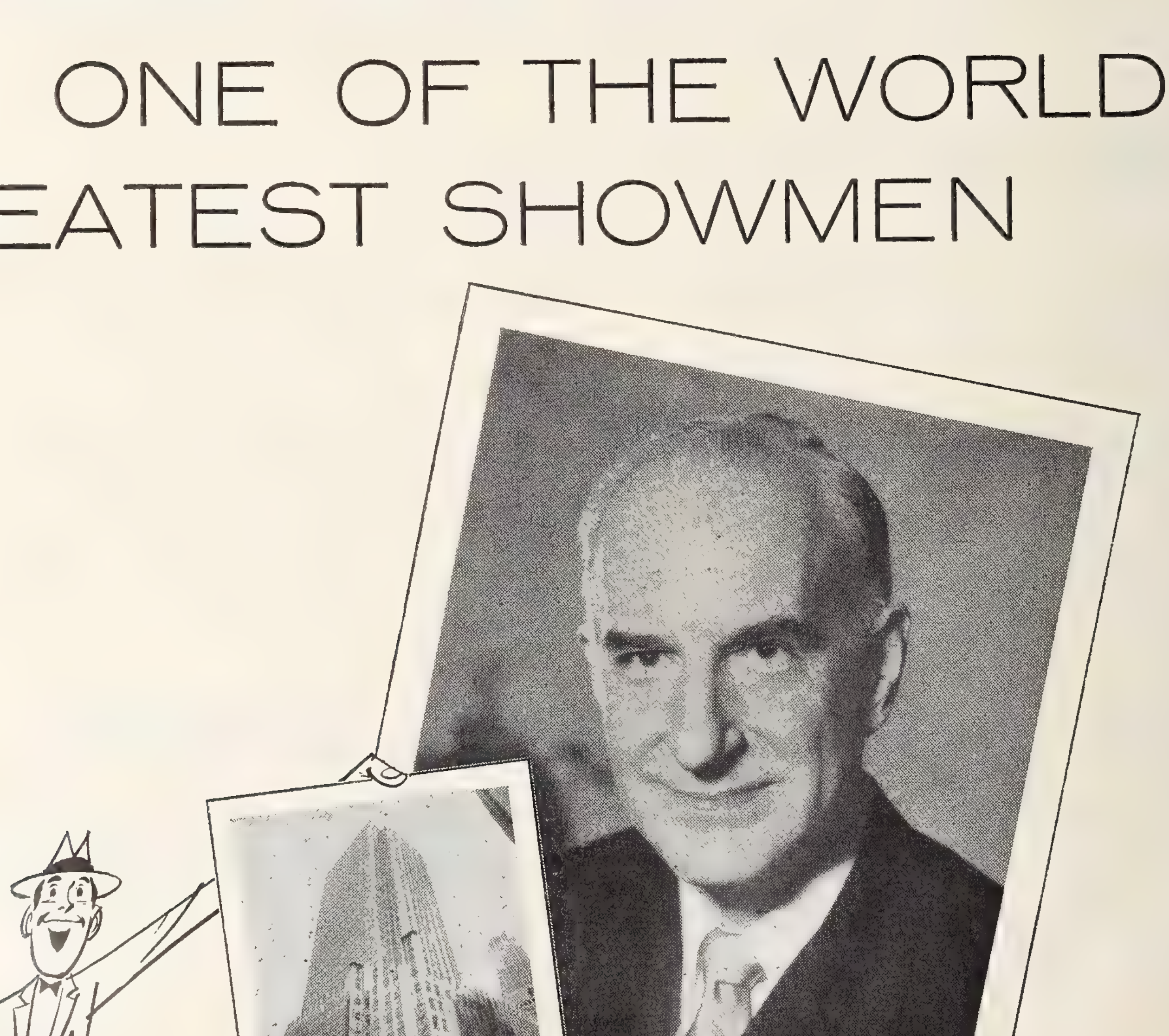


All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 124

NEW YORK, U.S.A., MONDAY, DECEMBER 30, 1957

TEN CENTS

Merry, Merry

Holiday Sets The Registers To Ringing

Circuits Report Records With New Top Pictures

Reports from all sections of the country indicate that theatres are enjoying one of the most prosperous Christmas seasons of recent years. As one circuit executive phrased it, the big pictures are bigger than ever, the little ones worse than ever. Fortunately, there were a lot of "big" pictures making the rounds.

Out in Los Angeles, David O. Selznick's "A Farewell to Arms" was the big news, grossing $110,000 in its opening week at eight theatres. The impressive business is dramatic proof of the success of the special pre-release policy which was especially designed for the 20th Century-Fox release. Thirty-three additional special

(Continued on page 5)

Name Kamber H-H-L Ad-Publicity Director

From THE DAILY Bureau

HOLLYWOOD Dec. 29–The appointment of Bernard M. Kamber as national director of advertising, publicity and exploitation of Hecht-Hill-Lancaster was announced today by Harold Hecht, president.

Hecht-Hill-Lancaster has set up a full scale publicity department in

(Continued on page 5)

Television Today Page 4

L. A. Anti-Toll TV Unit Acts; Says Victory Would Have National Effect

By WILLIAM R. WEAVER

HOLLYWOOD, Dec. 29–The Citizens Committee Against Pay-Television today took squarely to the people its fight against the City Council's ordinances authorizing two pay-television companies to wire Los Angeles.

Circulators bearing two petitions seeking to upset ordinances authorizing Skiatron and Telemeter, respectively, to install and operate wire-television systems, went into action at noon under the management of the Morgan Keaton Organization, specialists in this type of activity. The required 51,767 signatures must be obtained by Jan. 23 to place the ordinances in suspension and put the issue on the June election ballot.

Citizens Committee chairman Julius

(Continued on page 2)

NT Officials Address 'Phone Round-Table'

From THE DAILY Bureau

LOS ANGELES, Dec. 29—National Theatres executives and division managers, who today held their second annual telephonic round-table meeting with all six division heads on a single hookup, predicted a great upsurge in attendance and revenue in 1958.

President Elmer Rhoden, who par-

(Continued on page 2)

MPIC Representation For Congress Sessions

From THE DAILY Bureau

HOLLYWOOD, Dec. 29–The Motion Picture Industry Council will send representatives to Washington next month to represent that organization, and also the AFL Film Council, in connection with various tax-reduction and industry-relevant legislation coming up for congressional consideration.

Actor Guild Would Give Pay-TV 'Fair Chance'

From THE DAILY Bureau

HOLLYWOOD, Dec. 29–John L. Dales, executive secretary of the Screen Actors Guild, in a report on the Guild's annual meeting, mailed to members over the weekend, said the SAG position on pay-television at this time "has to be that it be given a fair chance to see what it can do," and revealed figures undisclosed heretofore. He said actors earned from

(Continued on page 2)

How Modernization, New Promotion Brought a Downtown Theatre Back

Special to THE DAILY

The resurgence of Newark, N. J., into a thriving community of industry and commerce has been commended in business and consumer publications. The resurgence of the Adams Theatres as a downtown motion picture house has also been recognized. It was commended by Mayor Leo P. Carlin, under whose regime the city's depressed mien has been brightened. Mayor Carlin issued a public statement last October saluting the re-opening of the Adams Theatre and the booking of "The Ten Commandments" as its first offering.

Before "The Ten Commandments" opened last Sept. 25, the Adams Theatre was dark. To prepare for "The Ten Commandments," on a two-a-day, reserved-seat basis, the Adams was re-conditoned, refurbished and re-equipped. The theatre, literally, had been dark. Modern, light colors enliv-

(Continued on page 4)

In Philadelphia

FCC Gets 1st Toll TV Test Application

New Station Asks Permit To Install Skiatron

By J. A. OTTEN

WASHINGTON, Dec. 29.–The Federal Communications Commission has received its first official application for test operation of subscription television.

The Philadelphia Broadcasting Co. told the FCC it would like to conduct subscription TV operations, using the Skiatron subscription TV system. The broadcasting company has a construction permit for an ultra-high frequency station on channel 29; it is not actually on the air.

The FCC has announced it would accept applications for test operation of subscription television systems, but that it would not act on any applica-

(Continued on page 5)

Archbishop Cushing Urges Film Support

Special to THE DAILY

BOSTON, Dec. 29–A call for constructive support of the best in motion picture entertainment was made Thursday night by Archbishop Richard J. Cushing of Boston. The Archbishop spoke at the premiere of "The Bridge on the River Kwai" at the

(Continued on page 5)

Set Program for Texas Drive-in Convention

Special to THE DAILY

DALLAS, Dec. 29. – W. E. Cox, program chairman, has announced the following opening day schedule for the Texas Drive-in Theatre Owners'

(Continued on page 2)

Lifelike color in every scene Pathé

CALL PATHE NOW FOR EVERY FILM NEED: IN B&W OR COLOR

LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

Speed, Quality and Service at Low Cost · Specializing in 35mm Color Developing · Dailies · 16mm Color Prints · Precision Opticals · Title Stand Work

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., will return to New York from the Coast shortly after the first of the year.

•

LACY W. KASTNER, president of Columbia Pictures International, left New York on Friday via B.O.A.C. for Montego Bay, B.W.I.

•

ELIOT HYMAN, president of Associated Artists Productions, is vacationing at Miami Beach from New York.

•

MRS. CHARLES RYWECK has given birth to a third son, to be named RANDY. Father is a member of Columbia Pictures' press book department.

•

ALFRED HITCHCOCK arrived in New York from the West Indies on Friday via B.O.A.C.

Herman Silverman, 55, Continental Sales Mgr.

Herman Silverman, 55, Eastern sales manager for Continental Distributing, died of a heart attack at his home early last Friday. Funeral services were held yesterday morning in Newark, N. J.

Silverman is survived by his wife, Nettie, and two daughters, Riva and Joan. He had been in the industry since 1917 when he joined Pathe Films' New York shipping department. He became a booker for MGM here in 1924 and in 1932 joined RKO Radio, serving successively as office manager, sales manager and branch manager at the local exchange. He joined Continental last year as Metropolitan sales manager and was appointed Eastern sales manager early this year.

N. Y. Exhibitor Files $300,000 Trust Suit

A total of $300,000 in damages is being sought in a New York Federal Court action filed here yesterday by Luxor-Bleeker Corp., operator of the Waverly Theatre, against Brandt Theatres and Distributors Corporation of America.

The complaint charges the defendants with violation of the anti-trust decrees by discriminating against the Waverly in favor of the Greenwich Theatre.

NT Officials

(*Continued from page* 1)

ticipated from Kansas City, said, “We have every right to be enthusiastic, with the top product we have to play in our theatres.” He added that Cinemiracle, which will make its debut in 1958, will prove “one of greatest events in the history of motion pictures.”

Ricketson Heard

Vice-president Frank H. Ricketson, speaking from Denver, hailed the proposed orderly release of product as a boon to business and urged increased promotional efforts in all fields.

Set Program for Texas

(*Continued from page* 1)

Association convention to be held here Jan. 19-21 at the Hotel Baker:

10:00 A.M.-5 P.M.—Registration in the Hotel Baker lobby;

4:00 P. M. — Board of Directors Meeting;

6:00 P. M.—Distribution of tickets for Sunday evening door prize;

7:00 P. M. — Buffet party, Hotel Baker's Texas Room, sponsored by Drive-In Theatre Manufacturing Company;

9:00 P. M.—Award of Sunday registration door prize.

McClendon to Speak

Cox further announced that the Association has confirmed that Gordon McClendon, president of radio station KLIF, will be one of the featured speakers at the convention. Cox stated that McClendon's address will typify the theme of the convention that “an exchange of ideas will enable the drive-ins to face 1958 with faith and optimism in our industry.”

District Theatres to Redeem 124,000 Shares

From THE DAILY Bureau

WASHINGTON, Dec. 29.—District Theatres Corp. of Washington said approximately 124,000 of its outstanding common shares had been tendered for redemption under its offer of last month.

The company had offered to buy its outstanding common at $3 a share, providing at least 90,000 shares were tendered. The amount actually tendered went over the minimum, and all 124,000 will be redeemed president Morton Gerber said. He declined to discuss the reason behind the offer, except to say again that it had been made “in consideration of the present financial condition of the company.”

The chain operates 41 theatres in Washington, Baltimore, Virginia and other southern areas.

Women's Federation Names 'Kwai' Best

“The Bridge on the River Kwai” was selected as the outstanding motion picture of 1957 by the General Federation of Women's Clubs, it was announced at the weekend by Mrs. Charlotte Baruth, national motion picture chairman.

Best actor award went to Charles Laughton for his performance in “Witness for the Prosecution.” Joanne Woodward was nominated as best actress for her role in “Three Faces of Eve.”

The supporting actor selection went to Maurice Chevalier for “Love in the Afternoon,” and supporting actress to Una O'Connor for her performance in “Witness for the Prosecution.”

The General Federation of Women's Clubs, with a total membership of more than 11,000,000 women, also announced that Billy Wilder was selected as “best director” in 1957 for his direction of “Witness for the Prosecution.”

Other pictures in addition to “The Bridge on the River Kwai”—in the Federation's “10 Best Films for 1957” —were: “Witness for the Prosecution,” “Twelve Angry Men,” Sayonara,” “Wild Is the Wind,” “The Spirit of St. Louis,” “The Great Man,” “Les Girls,” “Gunfight at the O.K. Corral,” and “Old Yeller.”

The award for the best short subject of the year went to “The Red Balloon.”

'American' Premiere In Capital on Jan. 22

The benefit world premiere of Joseph L. Mankiewicz's production of “The Quiet American” will be held at the Playhouse Theatre, Washington, on Jan. 22 under the sponsorship of The American Friends of Vietnam, it was announced on Friday by William J. Heineman, United Artists vice-president in charge of distribution.

The opening of the Figaro, Inc., production, which stars Audie Murphy, Michael Redgrave, Claude Dauphin and Giorgia Moll, will be attended by notables from government service and the international diplomatic corps.

Presley to Finish Film

MEMPHIS, Dec. 29.—Elvis Presley on Friday received a 60-day draft deferment. He will be inducted March 20 rather than Jan. 20 as originally scheduled. The Paramount studio, which said it would lose as much as $350,000 if Presley were inducted now, asked for the delay. Presley's new picture by Paramount will get into production on Jan. 13 in Hollywood.

Anti-Pay TV

(*Continued from page* 1)

Tuchler told MOTION PICTURE DAILY, “You can tell your readers across the country that we are dug in to win this fight against pay-television for Los Angeles, and that we believe by stopping it completely in this city we may be able, by our example, to stop it nationally. We certainly expect to show Congress how the public feels about this thing, and we will welcome support of all exhibitors who share our views.”

The referendum against the Council's ordinances implementing the Skiatron and Telemeter franchises parallels the action taken by another local group, successfully, against a City Council ordinance awarding a large amount of valuable land to Walter O'Malley for bringing the Brooklyn Dodgers to Los Angeles. That ordinance, referred to as “The Chavez Ravine deal,” will come up for ballot action in the June election.

Actor Guild

(*Continued from page* 1)

thirty to thirty-three million dollars yearly from theatrical motion pictures “before television” whereas “last year actors received from theatrical pictures less than $25,000,000, but look what has happened in television, which partially caused the decrease of actors' earnings in theatrical films. About fifteen million dollars was paid to actors last year for television entertainment films, close to three million additional in residuals, twelve to fifteen millions in filmed television commercials—and all of this is in addition to what actors earned in the whole field to live television.”

UA Contest in 9th Lap; 3 Salesmen Winners

Three salesmen of United Artists—Frank Harr of San Francisco, Claude Bourgeois of New Orleans and Morris Hamat of Montreal—have won top cash prizes in the ninth lap of the company's “Prize Twelve” playdate contest, it was announced yesterday by James R. Velde, general sales manager.

First-place prizes for bookers in the playdate and playoff competition go to John Hynes of St. Louis, James Hightower of Dallas and Ken Rosenberg of Montreal.

Embassy Books 'Tsar'

“Tsar to Lenin,” the Max Eastman story of the history of Russia from the time of the last czar up to the Bolshevists' revolution, is the next attraction booked into the Embassy Theatre on Broadway.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: “Quigpubco, New York.” Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

FROM COAST
TO COAST
SAYONARA
IS DOING
GIANT
BUSINESS!

...and a Happy New Year to you, too!

From WARNER BROS.

Modernization

(Continued from page 1)

ened its atmosphere and transformed its baroque, gilt adornments into a theatre of classic majesty. The transformation was hailed in a special story by Edward Sothern Hipp, theatre editor of "The Newark News."

Although "The Ten Commandments" had been running for nearly a year in New York and had been shown during the summer in the accessible North Jersey shore area, promotion of the attraction took no cognizance of these showings. Instead of relying on routine publicity practices and channels, promotional endeavors were undertaken in depth. The film, itsedlf, was appropriate for special promotions.

Preparation Month in Advance

More than a month before the film opened, stories were released to local and suburban papers. Information about discounts and group seating was sent to service and fraternal organizations; to charitable groups; industrial associations; professional lodges and business clubs. Unions, schools and fund-raising organizations were reached. Theatre personnel spoke at meetings. Special shows were arranged for churches, schools and civic organizations.

Co-operation with groups did not end wtih the booking of theatre-party dates. The theatre staff assisted the groups in obtaining publicity. The Adams, a darkened house earlier this year, has thus become a Northern New Jersey entertainment landmark. Merchants in the area where the theatre is located, have benefited from the re-opening of the Adams.

By means of provocative press releases, advertising, phone follow-ups, special correspondence and in-person visit, the theatre staff has kept "The Ten Commandments" thriving at the Adams Theatre.

'Tristesse' to Premiere At Capitol Next Month

Bonjour Tristesse, produced and directed by Otto Preminger, will have its world premiere at the Capitol Theatre in New York in January, it was announced at the weekend by Rube Jackter, Columbia Pictures' general sales manager.

The announcement also listed four major city bookings to follow in February, the Woods in Chicago, the Four Star in Los Angeles, the Astor in Boston and the Trans-Lux in Washington.

Jackter said that the first five dates would serve as showcase engagements for the film. A national advertising and promotion campaign of major proportions will be supplemented in the five cities with specially tailored local selling drives.

WITNESS #56

"WITNESS FOR THE PROSECUTION is fascinating from start to finish. Most amazing ending I've ever seen!"

AN ACTUAL QUOTE FROM ONE OF THE THOUSANDS OF RAVE PREVIEW CARDS

THRU UA

Television Today

IN OUR VIEW

THE YEAR just now passing into limbo may be reckoned to have been in many ways exciting and stimulating for the television medium as a whole. And at the same time it has been a year of promise and of challenge.

The challenge remains and, if television is to continue to prosper, to grow strong and to make its full contribution to the life of the nation and the world, the challenge always will be there. It is from the wellspring of the competitive challenge, whether it be from external sources or from the internal operation of the television industry itself that growth comes. It is of the essence that the medium be constantly "on its toes" and the one certain way in which that can be assured is under the compulsion of competitive pressures of one sort or another.

•

Television, like any other enterprise, has had its share of problems during the year just passing, and several of them are of a continuing nature, which may be described as "hardy perennials." Of such character are the pay TV problem, which continues to be a hard nut for the industry to crack and one against which it must continue to man the barricades, and sundry legislative matters, about which industry officialdom must be constantly alert.

The monopoly cries which occasionally, and with distressing regularity, sound from the legislative rostrums are in the nature of an occupational hazard with the networks, by reason of the very "bigness" of their operations. It is of the first importance that the networks, singly and in concert when the opportunity affords, make it crystal clear to legislators of all strata that only by virtue of the very size of the networks has it been possible for the television industry to have made the magic strides it has in such a comparatively short time. Futhermore, the fact that there are three major networks of more or less comparable size insures that a vigorous, healthy and incentive-producing competition will continue to be the order of the day.

•

The area in which television must be ever alert to avoid the weight of legislative censure is the general field of programming and the commercial. In the first, it must be on guard at all times that offensive material be kept out of programs, and likewise that the commercial be kept free of offensive and unethical matter. In these two particulars the medium may well boast a reasonably clean record for the 1957 period, but it is an area in which it is all too easy to slip unless a tight rein be maintained on the sources of material. It is potentially too dangerous a situation to permit of any chance-taking.

There has been a great pother during the year over the numbers of Western shows which have gone into the living rooms of the nation. That may be true, but one ready answer is that for the most part they are desirable program material to a large segment of the body of television viewers. If they were not, you may be very sure they would not last. That does not mean that a program formula of Westerns and little else be adopted. As a matter of fact, television has done right well in the 12 months past in seeking new ideas and developing new programs.

All in all, television has come through this year strong and healthy, like any likeable and vigorous youngster. There's a deal of growing and maturing still to be done, but the potential is there, and properly nurtured, should develop soundly.

—*Charles S. Aaronson*

Screen Gems Expanding Facilities in Europe

Screen Gems, Ltd., European affilated of Screen Gems, Inc., is expanding its coverage of the Continent and enlarging the techincal operations of the London headquarters, states William Fineshriber, Jr., director of international operations.

An office will be opened in Paris under the supervision of John Cron, managing director of Screen Gems, Ltd, who maintains headquarters in London. George Blaug, who has been with Columbia Pictures International for the past five years, will work out of the Paris branch as a salesman. Edward Libermann will also be in the new quarters. He has heretofore represented Screen Gems out of the Paris office of Columbia.

In Germany, Blaug will work with Charles Munsel, who has headquarters in the Frankfurt office. Munsel also is in charge of Screen Gems' dubbing operations in Germany.

In the Screen Gems London headquarters, Isobelle Ibbott has been appointed traffic manager for the United Kingdom and the Continent. Doreen Newell has been named executive secretary under Cron.

Sinatra Buys Radio-TV Broadcast Company

Special to THE DAILY

SEATTLE, Dec. 29.—The Mount Rainier Radio and Television Broadcasting Corp., operator of radio stations KJR in Seattle, KXL in Portland and KNEW in Spokane, has sold its controlling interest to Frank Sinatra. The transaction will be in the name of Sinatra's Essex Productions, Inc.

Holiday Rings Register Bells

(*Continued from page 1*)

release engagements will begin throughout California tomorrow.

From Los Angeles all the way to New York, Walt Disney's "Old Yeller" has been exceeding by 70 per cent "Westward Ho the Wagons," his 1956 Yuletide release. Typical grosses for the Buena Vista release include $6,000 for the first two days at the Trans-Lux 52nd Street Theatre here, $4,104 opening day at the Metropoltian, Houston, $6,000 in two days at the Stanton, Philadelphia, and $7,662 for two days at the State Lake, Chicago. Other situations reporting excellent business are the Lafayette, Buffalo; Rialto, Atlanta; Orpheum, St. Louis; Beacon Hill, Boston; Denver, Denver; and the Wilshire, Los Angeles.

Broadway Houses Crowded

Record breaking crowds continued at Broadway first-run houses, with long waiting lines at the Roxy, Paramount and Radio City Music Hall. In spite of the heavy rain-fall on Thursday, the Roxy grossed $11,978 with Fox's "Peyton Place" and the Paramount $20,000 with a combination screen and stage show featuring Alan Freed. United Artists' "Paths of Glory" continued its strong pace at the Victoria, taking in $5,400 on Thursday.

Loew's, S-W Both Busy

Loew's Theatres and Stanley Warner were both enjoying Christmas business that was "better than last year," "The Sad Sack," "Raintree County," "Les Girls," "Legend of the Lost" "Sayonara," "Pal Joey" and "Around the World in 80 Days" were all contributing to the merriment.

North Carolina Industry Reports Comeback

Special to THE DAILY

CHARLOTTE, N. C., Dec. 29—Theatre business staged a comeback here Christmas with the majority of first-runs reporting a definite upturn at the boxoffice.

Christmas Eve was almost better than Christmas for the Plaza Theatre where "Don't Go Near the Water" was in its sixth day. Manager A. B. Craver said receipts were higher that day than they were on the opening day and that business was way above the same day last year.

'Tarnished Angels' Strong

The Center Theatre opened "Tarnished Angels" on Christmas Day and reported "phenomenal" business. Long lines of ticket buyers formed outside the boxoffice at practically all performances and many cars were parked in lots and on the streets near the theatre practically every day since the opening.

Boxoffice receipts shot upward Christmas Day at the Dilworth Theatre where "The Ten Commandments" is playing a return engagement. The management reported many persons apparently did not have time to see the picture while the shopping season was in progress.

The Imperial Theatre playing "Legend of the Lost" and the Visulite Theatre with "How to Murder a Rich Uncle" also reported that business was up over last year.

"Kwai" Sets Records In Paris Opening

PARIS, Dec. 29—"The Bridge on the River Kwai" has established itself as the biggest hit in the history of the Rex, Normandie and Moulin Rouge theatres, which have a combined seating capacity of 6,400. In its first six days, the Columbia film has grossed 35,225,800 francs (almost $84,000).

Far Ahead of 'Eternity'

What this means can be judged by comparing the figures with "From Here to Eternity," which did 26,000,000 francs in the same period, with "Bridge" having fewer performances because of its greater length.

REVIEW:

The Deep Six

Jaguar-WB—WarnerColor

HOLLYWOOD, DEC. 29

ALAN LADD has in this Jaguar Production of Martin Dibner's novel of the same name a vehicle faithful to the pattern which has served the star and his millions of followers profitably over a long period. This time the star is seen facing and solving his problems as an officer aboard the U.S.S. Destroyer *Poe* during World War II, and the problems in this instance are psychological as well as physical. The picture is standard Ladd, and figures to do standard Ladd business.

Alongside Ladd, on the male side of the cast, are such accomplished actors as William Bendix, James Whitmore and Keenan Wynn, all members of the same ship personnel. On the distaff side, always secondary in films of the armed-service category, are Dianne Foster, the love interest, and Jeanette Nolan, the motherly influence, both effective in their assignments.

The screenplay by John Twist, Martin Rackin and Harry Brown, which is produced by Rackin and directed by Rudy Mate, opens on dry land, in an advertising agency where Miss Foster is art director and Ladd a commercial artist whom she employs on assignment. Although she is engaged, in a manner of speaking, to her employer, she and Ladd become mutually attracted, with the result that he takes her to meet his Quaker mother, with marriage in mind. When he reveals to them that he's been called up from the reserves to serve his country, his mother say's she's surprised by his evident flouting of the Quaker teaching against killing, but he explains that he's never followed up the religion of his boyhood.

Then the story switches to shipboard, where he experiences warm acceptance at first, which cools when he fails to give his gun crew the fire order when an unknown plane approaches, and which warms again when he and Bendix avert ship disaster, at risk of their lives, by removing an unexploded bomb from below decks and heaving it over the side. Placed in command of a landing party assigned to rescue grounded American pilots, he again finds himself unable to kill, but when an enemy soldier wounds Bendix, and later Ladd himself, he goes into lethal action with his gun against the foe. The picture closes on his reunion with Miss Foster.

George C. Bertholon was associate producer.

Running time, 110 minutes. General classification. Release not set.

WILLIAM R. WEAVER

FCC Gets 1st

(*Continued from page 1*)

tions before March 1. Congress may step into the picture before then.

Under the plan outlined by Philadelphia Broadcasting Company, home subscribers would pay an annual fee of $30.00, plus $1.00 for each special events program. Commercial establishments would pay $100.00 annual fee, plus $5.00 for each special presentation. The annual fee would cover such sports events as the entire regular season schedule of a Philadelphia baseball team, the entire regular schedule of a National League football team, and a National Basketball Association professional team, and the entire basketball schedule of five local college teams.

The extra fee would be charged for such special events as stage shows, motion pictures, symphony concerts and other "spectaculars."

The station said there would be no commercials or any other paid advertising on its programs.

PEOPLE

Tom Buchanan, formerly with National Screen Service and RKO, is leaving the Monroe Greenthal Co. to join Compton Advertising, Inc. in Hollywood, to do television commercials. He will leave New York on Dec. 31.

□

Nathaniel M. Marshall has been appointed to the new post of associate director for sales of the Industrial Products Division at General Precision Laboratory Inc., Pleasantville, N. Y. Marshall has served as national sales manager for GPL Industrial Products since December, 1955.

□

Gabriel Scognamillo, one of several members of the Society of Motion Picture Art Directors responsible for the planning and construction of Disneyland in Southern California, has received a commission to design a vast amusement park in Caracas, Venezuela.

□

Allen Rivkin has been named chairman of the 10th Annual Awards Dinner of the screen writers branch of the Writers Guild of America, West.

Name Kamber

(*Continued from page 1*)

New York and Hollywood to handle the recently announced 12-picture production schedule for United Artists release. H-H-L is also organizing a 'special handling' field force to work with the United Artists Exploitation Department.

Robert Schiffer, who has been acting as coordinator of publicity in the Hollywood office, will continue in the same capacity.

Kamber's association with H-H-L started in 1954 when his public relations organization handled the Eastern publicity for "Vera Cruz," "The Kentuckian" and "Marty."

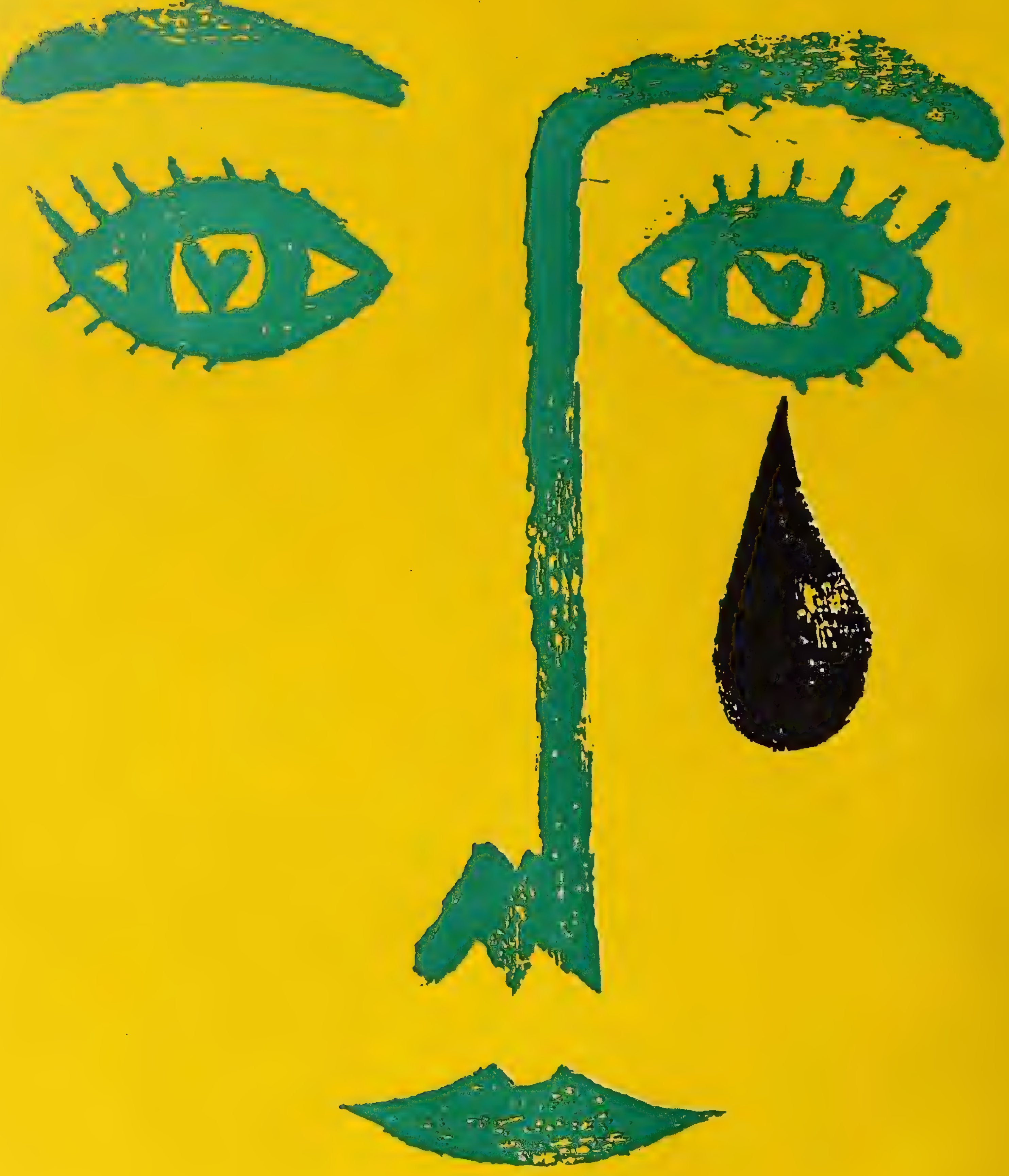
He has been with the company ever since, and last year was named vice president of their William Service Company and executive assistant in charge of the New York office.

Archbishop Cushing

(*Continued from page 1*)

Gary theatre, a celebrity filled benefit affair which brought the Archdiocesan Charity Fund a total of $25,000. Among those attending were Governor Foster Furculo, Boston Mayor John B. Hynes and the speaker of the U. S. House of Representatives, Congressman John McCormack.

In his talk Archbishop Cushing declared that it was time to select the best of the screen, the theatre, radio and television and to mobilize audience support behind them rather than merely to single out the morally bad for criticism. He noted that it was of particular importance that the youth of the community be encouraged to see meritorious entertainment.



A HAPPY NEW YEAR TO THE EXHIBITORS OF AMERICA !

COLUMBIA'S FIRST BIG PICTURE OF 1958 !... OTTO PREMINGER PRESENTS

BONJOUR TRISTESSE

WORLD PREMIERE: JANUARY, CAPITOL THEATRE, NEW YORK

FEBRUARY, WOODS THEATRE, CHICAGO - 4 STAR THEATRE, LOS ANGELES

ASTOR THEATRE, BOSTON - TRANS-LUX THEATRE, WASHINGTON

1958
happy
new year

MOTION PICTURE DAILY

1958
happy
new year

VOL. 82, NO. 125 NEW YORK, U.S.A., TUESDAY, DECEMBER 31, 1957 TEN CENTS

Three Factors

Coyne Sees The New Year Promising

Business Building, Orderly Release, Big Films Basis

Three factors are shaping up to make 1958 a big year in the history of the motion picture business—the national promotional campaign to be sponsored by the Council of Motion Picture Organizations, a steady flow of important pictures and an orderly release plan—states Robert W. Coyne, special counsel for COMPO and a member of the triumvirate.

"The releasing plan," Coyne states, "is backed up by an unusually fine backlog of outstanding productions. It should again make movie-going a regular habit among persons who have

(*Continued on page* 3)

FPC Net for 39 Weeks Down to $1,752,264

Special to THE DAILY

TORONTO, Dec. 30—The latest report of the net profits of Famous Players Canadian Corp. for 39 weeks indicates a definite decline. This decline that began some years ago with the advent of TV—a decline of 20 per cent in boxoffice grosses and 32 per cent in theatre admissions since 1953—is still continuing.

The unaudited report shows net

(*Continued on page* 3)

TRADEWISE
on page 2

Television Today
on page 6

N. Y. Critics Name 'Kwai' Year's Best

"The Bridge on the River Kwai" was voted the best motion picture of 1957 by the New York Film Critics Circle here yesterday.

Alec Guinness was named best actor for his performance in "Kwai" and Deborah Kerr best actress for her role in "Heaven Knows, Mr. Allison."

Best director was David Lean, also for "Kwai." The French "Gervaise" was voted the year's best foreign language film.

Columbia, distributor of "Kwai" has won the identical three prizes twice previously in the last five years, for "On the Waterfront," also produced by Sam Spiegel, and "From Here to Eternity."

By a vote of 11 to 4, the Circle's annual writing award was eliminated this year. This year's awards will be presented January 18 at a reception at Sardi's.

Schaefer Music Head Of UA Subsidiaries

Hal Schaefer, pianist, composer, arranger and executive in the music field, has been named musical director of United Artists Records and Unart Music, thus rounding out the top executive echelon of United Artists' wholly-owned record and music subsidiaries, headed by Max E. Youngstein.

Previously announced officials of

(*Continued on page* 6)

Grosses Big

Holiday Crowds Make It a Happy New Year

Record Lines Crowd Broadway Houses; Out-of-Town Good

By WARREN HARRIS

As 1957 rolled merrily towards its final 24 hours, Broadway theatre managers were hastily reaping the late holiday harvest, forgetting for the moment the "wait until next year" philosophy implicit in their pre-Yuletide blues. Before the midnight hour was tolled, it was the widespread hope that this year's bonanza would continue well into 1958.

As could be expected, Radio City Music Hall was the scene of some of the longest waiting lines in recent memory. From the entrance at 50th Street and Sixth Avenue, the throng of eager faces extended up the length of the theatre, across the entrance to the Associated Press building and down along the 51st Street side of the theatre back to Sixth Avenue, where

(*Continued on page 5*)

Chicago Theatres Set New Record for Ads

Special to THE DAILY

CHICAGO, Dec. 30.—Motion Picture Directory advertising set a new record in the Chicago Tribune on Christmas Day.

According to Arthur B. Olsen, classified display ad manager, the Christmas Day Motion Picture Directory contained approximately 6,000 lines of advertising about features being shown in metropolitan Chicago theatres. This was the greatest volume of such advertising ever published in a single issue of the Tribune, Olsen said.

Published in the Christmas movie directory were 150 motion picture ads,

(*Continued on page* 2)

Rep. Harris Says Congress Committee Will Start Toll TV Hearings Jan. 14

From THE DAILY Bureau

WASHINGTON, Dec. 30—House Commerce Committee Chairman Harris (D., Ark.), in an interview over a Louisiana TV station, scheduled Jan. 14 as the start of his group's toll television hearings.

No one in Harris' office here or on the committee staff knew anything about it today. But reports were that in a filmed interview on a Monroe, La., TV station, Harris fixed that date, adding that the length of the hearings would depend on what the early testimony develops. Previously the hearings had been sceduled only for sometime shortly after Congress returns next month.

Cartoonist Union Broke T-H Law, NLRB Rules

From THE DAILY Bureau

WASHINGTON, Dec. 30.—A National Labor Relations Board trial examiner today held that the Motion Picture Screen Cartoonists, an IATSE affiliate, had violated the Taft-Hartley Law by charging excessive initi-

(*Continued on page* 2)

Tuchler Reports Speed In Anti-Pay TV Drive

From THE DAILY Bureau

LOS ANGELES, Dec. 30. — Julius Tuchler, chairman of the Citizens Committee against Pay-Television, which on Saturday started collecting signatures for petitions to force submission of the pay-television ordi-

(*Continued on page* 6)

Happy New Year United Artists

PERSONAL MENTION

RAY MURRAY, Columbia Pictures exploitation manager, will leave New York tomorrow for Oklahoma City.

•

Robert W. Selig, president of Fox Intermountain Theatres, and **Mrs. Selig** have left Denver for a vacation trip to Mexico.

•

Jack A. Simons, formerly with Loew's Poli-New England Theatres, Hartford, has arrived in Pittsburgh from there to take over his new duties as manager of the Art Cinema.

•

C. U. Yaeger, president of Atlas Theatres, Denver, has left there for Las Vegas, Nev., for his year-end vacation.

•

Anthony Franciosa has returned to New York from Baton Rouge, La.

Walter Reade Managers Win 4 Monthly Awards

Four managers in the Walter Reade circuit were winners in the Manager-of-the-Month Contest for the months of October and November.

First place in October was a tie between Joseph Sommers of the Majestic, Perth Amboy, and Bernard Depa of the Paramount, Long Branch.

Mrs. Ann De Ragon of the Strand, Plainfield, was first for November. Second went to John Balmer of the Mayfair, Asbury Park.

Cash prizes are awarded each month to the managers who do the best over-all job in advertising, exploitation, public relations and physical management of the theatre. Each manager is in competition with the other 40 theatres in the circuit.

Memphis Bans 'Flesh'

MEMPHIS, Dec. 30. – Memphis censors today banned the British picture, "The Flesh Is Weak." The four members of the board, Mrs. B. F. Edwards, Mrs. Walter Gray, Mrs. T. Walker Lewis and Mrs. Minter Hooker, today were reappointed for another year by Mayor Orgill.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, New Year's Day.

TRADEWISE

By ONLOOKER

MANY complimentary calls and notes were received by Motion Picture Daily last Friday and yesterday on its special issue commemorating the 25th anniversary of Radio City Music Hall, which was published on Friday. Requests for extra copies of the 40-page issue were numerous, virtually exhausting the supply on QP Circulation Manager Dennis Shea's shelves, despite the fact that he had anticipated a big demand for it and had ordered an extra press run. . . . Motion Picture Daily is justifiably proud not only of this but also of every one of the four previous Music Hall anniversary issues it has published—one for each fifth-year anniversary of the world's pre-eminent theatre. Motion Picture Daily is, of course, the only industry publication to have been so identified with the Music Hall's anniversaries. . . . Next silver anniversary tribute to the Music Hall will be by the Saturday Evening Post, issue of Jan. 11, on sale Jan. 7. . . . Everyone is talking about the tremendous upsurge in theatre business during the current holiday period, especially at the big Broadway first runs. Capacity houses are the rule rather than the exception, and some of the waiting lines are the longest seen in years. Many believe them the longest ever. . . . The Paramount and Music Hall lines are nothing short of spectacular. Most metropolitan dailies have published stories on them. It's not only the length of the lines—four abreast for four and five blocks from the boxoffice, but also the time—frequently over two hours—that those in line have waited for admission to the theatres, with chill winds unable to discourage them. . . . Television sponsors are taking quite a beating with those swarms of Gothamites turning off their sets and getting more out of life by going out to a movie.

THE VALUE of the publicity that several important new theatrical motion pictures received Sunday afternoon on John Crosby's The Seven Lively Arts tv program (CBS) must almost certainly have been materially diluted by the downbeat attitudes and pronouncements concerning the industry of the prominent independent producers who appeared on the program. They were frankly on the side of the prophets of doom and they were guilty of circulating not a little misinformation in their zeal either to establish themselves as authorities on the decline of the motion picture or just for the sake of talking. And there was no authoritative industry voice on the whole one hour program to correct misstatements or to voice an opposing, healthier viewpoint than any heard on that program that a different, but healthier, industry is in the making. . . . From the weakened invalid about whom they had so little good or constructive to say to the national tv audience, David O. Selznick, Otto Preminger, Sam Spiegel and Kirk Douglas not only get millions to finance their costly productions but have received and no doubt will continue to receive more millions as tribute to their undeniable picture-making talents. But it's the theatres that have provided it. Not tv.

CHARLIE EINFELD, 20th Century-Fox's expert advertising-publicity mentor, is convinced that theatres on the whole don't impress the public with their advantages anywhere near as much as they might. With the best in air-conditioning, sanitation, maintenance and comforts, the average theatre is safer and healthier than many homes and business establishments, than trains, buses, elevators, offices and shops—wherever the public is brought together. If there is a flu scare theatres should face up positively to what's on people's minds and tout their own advantages, Einfeld says. They have many pluses about which their advertising rarely speaks. The public needs to be reminded of them and they should advertise these in addition to their pictures. . . . It makes sense.

NLRB's Ruling

(*Continued from page 1*)

ation fees, and recommended that the union be ordered to scale down its membership charge.

The action against Local 839 of the union was initiated early this year by the Animated Film Producers Association, composed of Warner Brothers, Loew's, Walt Disney, UPA Pictures and Walter Lantz Productions, studios having collective bargaining agreements with the cartoonists' union.

The union in 1956 hiked its initiation from $50 to $250. The studios charged the raise was "excessive and discriminatory." NLRB trial examiner Wallace E. Royster, noting that the minimum pay under the bargaining agreements was $46.10 weekly and that Disney, whose employees comprise more than 50 per cent of the union's entire membership of 641, started most new workers at $50, accepted the studio's contention.

He recommended a lower initiation fee, although he did not set an amount, and directed that all initiation fees collected after July 1, 1956, in payment toward the $250 fee, be returned to the individual employees.

Chicago Theatres

(*Continued from page 1*)

including large space advertisements for Warner Bros.' "Sayonara," Walt Disney's "Old Yeller," and United Artists' "Legend of the Lost."

In addition, the Christmas Day Tribune also carried a full color page advertisement announcing the opening of M-G-M's "Don't Go Near the Water" at the United Artists Theatre.

'Cowboy' Openings SRO In Oklahoma City

OKLAHOMA CITY, Dec. 30.– Both of the world premieres of Columbia's "Cowboy" at the Center Theatre Jan. 7 are sellouts. The proceeds, $7,500, will go to the National Cowboy Hall of Fame.

The special showings of "Cowboy" are parts of the over-all celebration here Jan. 5-8 of the ground breaking ceremonies for the new building. Glenn Ford and Jack Lemmon, producer Julian Blaustein, officials of Columbia Pictures and governors of 17 states will attend.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARLON BRANDO
in SAYONARA
Co-Starring RED BUTTONS
RICARDO MONTALBAN • JAMES GARNER
In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup. Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Sol Krim, Detroit exhibitor, was guest of honor at a surprise party given by his brothers, **Harry** and **Lennie,** and some 200 friends in the lobby of the Krim Theatre, which Sol built 17 years ago and which has been leased for a long period to Translux, which is renaming it the Translux Krim.

☐

Charles C. Cowley, has been named president of Muzak Corp., succeeding **Harry E. Houghton,** who recently sold his interest in the company.

☐

Edward J. Wall, who will retire tomorrow as Paramount field representative in the Boston and Albany districts, after 30 years of service with the company, was guest of the local exchange staff at a luncheon party. **Arnold Van Leer,** Paramount publicist for Boston and New Haven, will take over Wall's duties.

☐

Lawrence J. Quirk has been named associate editor of The Catholic Preview of Entertainment. He will continue to free-lance for magazines in the film field.

Lord Sells Norwich Subsequent Run House

Special to THE DAILY

HARTFORD, Dec. 30–Edward L. Lord's eastern Connecticut theatre holdings have been reduced from three to two with sale, for an undisclosed sum, of Lord's Theatre, Norwich, to Samuel Safenovitz, an attorney of Norwich. The theatre is on a subsequent-run policy, with admission price of 25 cents, matinees, including Saturdays, Sundays and holidays, and 35 cents, evenings, for adults; and 20 cents, at all times, for children. The theatre has been renamed the Yale.

Lord continues to operate the deluxe, first-run Midtown, Norwich, and the combination Lord's Indoor-Outdoor Theatre, Route 12, Plainfield.

W. G. Dorbandt Dead at Athens, Texas, Home

Special to THE DAILY

ATHENS, Tex., Dec. 30.–Will G. Dorbandt, 68, retired theatre owner, died Thursday morning of a heart attack. Funeral services were held Friday at the Hassell and Foster Chapel, with burial in the Athens City Cemetery. Dorbandt was born at Burnet and then moved to Coleman, where he engaged in the wholesale grocery business. He came to Athens in 1912 and opened the first film house here, the Dixie. Surviving are his widow; a son, Billy Hart Dorbandt; a daughter, Mrs. Arbra E. Johnson, Jr.; and brother, Ross S. Dorbandt.

Coyne Sees Bright New Year

(*Continued from page 1*)

been temporarily diverted to other forms of entertainment or who have been taking in movies only occasionally. We plan to give real meaning to our new industry slogan, 'Get More Out of Life . . . Go Out to a Movie'."

Coyne is convinced the industry is on the upgrade.

Sees 'Appetite for Movies'

"This industry has always been dynamic, not static," he points out. "There is abundant evidence that the production, distribution and theatre units are harnessing their resources, regardless of precedent, to meet the sharpened taste and discrimination that characterized the present public appetite for movies.

"Several phenomena have been in evidence in recent motion picture experience. Fine pictures attract the largest audiences on record; mediocre pictures have virtually no market. 'Arty' pictures of merit that formerly commanded not a baker's dozen of customers now play to overflow business. It has been established by survey and analysis that more than one hundred million people weekly feel the urge to go to a movie theatre. If this urge can be activated by quality attractions, present grosses can be doubled—an intriguing potential indeed."

'Free from Commercials'

"For three generations," Coyne continues, "the movies have been the most popular medium of mass entertainment, not only in America, but throughout the world. Even television, our greatest competitor, depends in large measure upon filmed presentations to attract audiences. But the motion picture theatre, with its wide screens, stereophonic and other modern sound devices, frequent use of color, and attractive surroundings, and free from screen commercials and other distractions, still provides the best and most comfortable place to relax and enjoy a good movie."

Commenting on the new orderly release plan approved after two years of effort by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, Coyne states:

For 'Orderly Release'

"In the past there had developed a practice in the releasing of pictures which resulted in a flood of outstanding attractions hitting the screens at about the same time. Over the summer and at holiday seasons there has ben an overabundance of top-quality films, known as 'blockbusters'. Then there would come periods of dearth, when only lesser films were available for showing. Under the 'orderly release' plan theatres are hopeful that each week will provide at least one or two outstanding pictues from which the customers can make a choice."

Coyne cites among important forthcoming attractions "The Brothers Karamazov" from M-G-M, starring Yul Brynner and others; Don Hartman's production for Paramount of Eugene O'Neill's "Desire Under the Elms"; Pierre Boulle's "The Bridge on the River Kwai"; U.A.'s "Witness for the Prosecution," starring Charles Laughton; "Bonjour Tristesse," Otto Preminger production for Columbia; David O. Selznick's "A Farewell to Arms"; Warners "The Old Man of the Sea," starring Spencer Tracy.

Top Pictures Available

And "Peyton Place," from 20th Century-Fox; "Marjorie Morningstar," from Warners; "Gigi" from M-G-M; Mario Lanza's "Seven Hills of Rome," M-G-M; "Sayonara"; "Wild Is the Wind," M-G-M; "Don't Go Near the Water," also M-G-M; a series of biographical films—"The Elvis Presley Story," "The Jean Harlow Story," "Too Much, Too Soon" and "The Mark Hellinger Story." He also cites Universal-International's "The Tarnished Angels," "A Game Called Love," "Teach Me to Cry," "The Girl Most Likely" and "The Perfect Furlough."

"With a selection of top pictures on tap all the time, exhibitors contend that moviegoers will not be so likely to get out of the movie habit," Coyne concludes.

FPC Net Down

(*Continued from page 1*)

profits of the corporation were down from $2,056,950 for the same period last year to $1,752,264.

The report, issued by president John J. Fitzgibbons Sr. reveals that the net profits excluding capital gains were $1,624,680 compared to $1,809,163 for the first 39 weeks of last year. Profits from the sale of fixed assets were $127,584 as against $247,787.

Dividend of 37½ Cents

The consolidated net profits for the 39 weeks amounted to $1 per share compared to $1.18 in 1956. The third quarterly dividend was 37½ cents.

"With some notable exceptions, the box office quality of the motion pictures released generally during the past several months has not been equal to that of the pictures released during the same period in 1956," said Fitzgibbons.

He added that the company was making "satisfactory progress" in adjusting our operations to the changing conditions which the motion picture industry has to meet.

F. T. Collins, 50

ATLANTA, Ga., Dec. 30.–Frederic T. Collins, 50, for many years chief accountant in the Atlanta branch of Paramount Films, died of a heart attack at his home Friday night. Surviving are his wife, daughter and father anl sisters.

TENT TALK

Variety Club News

SAN FRANCISCO–Northern California Variety Club, Tent 32, will install its 1958 crew at the annual dinner-dance in the Sheraton Palace Hotel on Jan. 17. For the first time since its formation in 1947, Tent 32 has reelected a chief barker, "Bud" Levin, head of San Francisco Theatres, and a leading figure in the city's first annual International Film Festival.

Other officers to be installed with Levin are Roy Cooper, first assistant chief barker; Ted Nasser, second assistant chief barker; Jack Dobbs, property master, and A. L. Pierotti, dough guy. The other canvasmen are Bob Bemis, Jack Blumenfeld, Al Grubstick, Stu Klein, Ike Rubin and Bill Thedford.

△

SEATTLE–Newly-elected officers of Seattle Variety Club include Keith Beckwith, James Bonjolzer, Frank Christy, Fred Danz, William Estep, Doug Forbes, C. B. Gustafson, D. C. Johnson, J. J. McGinley, Dwight Spracher and Zollie Volchok.

Gardner, Devine Form Production Unit

From THE DAILY Bureau

HOLLYWOOD, Dec. 30. – Ed Gardner and Jerry Devine have formed an independent motion picture company. Their first production will be "The Hidden Persuaders," Vance Packard's provocative book which deals with advertising motivation research. Gardner of radio and TV's "Duffy's Tavern," and Devine, who wrote and directed radio's "This Is Your FBI" for many years, will adapt the book.

Loew's Drops 50 in Distribution Cutback

Approximately 50 persons have been dropped from the home office rolls at Loew's, Inc., in new streamlining moves by Joseph R. Vogel, president. Further changes in the field are contemplated.

Among the casualties are Mike Simons, head of the exhibitor relations department, who has been with the company for 30 years. He also published The Distributor for the sales department.

Open Alaskan Theatre

KETCHIKAN, Alaska, Dec. 30. – W. D. Gross announces the opening of his new Coliseum Theatre in Ketchikan, managed by Cliff Daigler. The house was supervised by Zalmain Gross, general maanger of the theatre chain. At the opening Harry Plunkett, of National Theatre Supply, represented that company, who furnished the house.

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
DECEMBER	UP IN SMOKE Huntz Hall, Stanley Clements SABU AND THE MAGIC RING (color) Sabu, William Marshall OREGON PASSAGE (CS, color) John Ericson, Lola Albright	THE LONG HAUL Victor Mature, Diana Dors — 88 min. (Rev. 11/25/57) THE HARD MAN (CS, color) Guy Madison, Valerie French —79 min. (Rev. 11/29/57) PAL JOEY (color) Rita Hayworth, Frank Sinatra — 111 min. (Rev. 9/9/57)	DON'T GO NEAR NEAR THE WATER (CS, color) Glenn Ford, Anne Francis— 107 min. (Rev. 11/12/57)	SAD SACK (VV) Jerry Lewis, Phyllis Kirk—98 min. (Rev. 10/21/57)	PEYTON PLACE (CS, color) Lana Turner, Lloyd Nolan —162 min. (Rev. 12/13/57) KISS THEM FOR ME (CS, color) Cary Grant, Jayne Mansfield—103 min. (Rev. 11/7/57)	LEGEND OF THE LOST (Technirama, color) John Wayne, Sophia Loren — 109 min. (Rev. 12/17/57) THE DALTON GIRLS Merry Anders, John Russell— 71 min. (Rev. 12/20/57) MAN ON THE PROWL Mala Powers, James Best — 86 min. (Rev. 12/4/57)	MY MAN GODFREY (color) June Allyson, David Niven — 92 min. (Rev. 9/4/57) THE VIOLATORS (RKO) Arthur O'Connell, Nancy Malone— 76 min. (Rev. 11/29/57) LOVE SLAVES OF THE AMAZON Don Taylor, Gianna Segale—81 min. (Rev. 11/25/57) THE MONOLITH MONSTERS Grant Williams, Lola Albright — 77 min. (Rev. 12/6/57)	SAYONARA (CS, color) Marlon Brando, Red Buttons — 147 min. (Rev. 11/13/57) JAMBOREE Bob Pastene, Kay Medford —86 min. (Rev. 11/25/57) THE GREEN EYED BLONDE Susan Oliver — 73 min. (Rev. 12/4/57)	OLD YELLER (BV) (color) Dorothy McGuire, Fess Parker — 83 min. (Rev. 11/14/57) THREE MEN IN A BOAT (DCA) (CS, color) Laurence Harvey, Jimmy Edwards TEENAGE BAD GIRL and TEENAGE WOLF PACK (DCA) combination. TIME LOCK (DCA) Robert Beatty, Lee Patterson ONE WAY OUT (Rank F. D. A.) Jill Adams, Lyndon Brook GUNFIGHT AT INDIAN GAP (Rep.) (N) Vera Ralston, George Macready HELL SHIP MUTINY (Rep.) Jon Hall, John Carradine—66 min. (Rev. 12/6/57) FIGHTING WILDCATS (Rep.) Keefe Brasselle, Kay Callard
JANUARY	BLONDE BLACKMAILER Richard Arlen, Susan Shaw RAWHIDE BREED Rex Reason, Nancy Gates THE MAN FROM GOD'S COUNTRY (CS, color) George Montgomery, Randy Stuart	THE BRIDGE ON THE RIVER KWAI (CS, color) William Holden, Alec Guinness—161 min. (Rev. 11/20/57) RETURN TO WARBOW (color) Phil Carey, Catherine McLeod THE WORLD WAS HIS JURY Edmund O'Brien, Mona Freeman	SEVEN HILLS OF ROME (Technirama, color) Mario Lanza ALL AT SEA Alec Guinness THE SAFECRACKER Ray Milland, Barry Jones	SPANISH AFFAIR (color) Richard Kiley, Carmen Sevilla HIGH HELL John Derek, Elaine Stewart	SING, BOY, SING (CS) Tommy Sands, Lilli Gentle DIAMOND SAFARI Kevin McCarthy, Betty McDonald THE ENEMY BELOW (CS, color) Robert Mitchum, Curt Jurgen — 98 min. (Rev. 11/25/57) ESCAPE FROM RED ROCK Brian Donlevy, J. C. Flippen	THE QUIET AMERICAN Audie Murphy, Michael Redgrave GUN FEVER Mark Stevens, John Lupton TIGER BY THE TAIL Larry Parks, Constance Smith	THE TARNISHED ANGELS (CS) Rock Hudson, Dorothy Malone—91 min. (Rev. 11/15/57) ALL MINE TO GIVE (RKO) (color) Glynis Johns, Cameron Mitchell—102 min. (Rev. 10/30/57) MAN IN THE SHADOW (CS) Jeff Chandler, Orson Welles— 80 min. (Rev. 12/2/57) THIS IS RUSSIA (color) documentary— 67 min. (Rev. 12/6/57)	THE DEEP SIX (color) Alan Ladd	THE ASTOUNDING SHE-MONSTER (AIP) Robert Clarke, Kenneth Duncan THE SAGA OF THE VIKING WOMEN AND THEIR VOYAGE TO THE WATERS OF THE GREAT SEA SERPENT (AIP) Abbey Dalton, Susan Cabot ACROSS THE BRIDGE (Rank F. D. A.) Rod Steiger, Marla Landi—103 min. (Rev. 11/7/57) THE BOLSHOI BALLET (Rank F. D. A.) (color) SCOTLAND YARD DRAGNET (Rep.) Roland Culver, Patricia Roc THE MISSOURI TRAVELER (BV) (color) Brandon DeWilde, Lee Marvin
FEBRUARY	IN THE MONEY Huntz Hall, Stanley Clements THE BEAST OF BUDAPEST Gerald Milton, Greta Thyssen COLE YOUNGER, GUNFIGHTER (CS, color) Frank Lovejoy, Abby Dalton	BONJOUR TRISTESSE (CS, color) David Niven, Deborah Kerr BITTER VICTORY (CS) Richard Burton, Ruth Roman CRASH LANDING Gary Merrill, Nancy Davis HOW TO MURDER A RICH UNCLE (CS) Charles Coburn, Wendy Hiller — 80 Min. (Rev. 11/7/57)	THE BROTHERS KARAMAZOV (color) Yul Brynner, Maria Schell UNDERWATER WARRIOR (CS) Dan Dailey, Claire Kelly	DESIRE UNDER THE ELMS (VV) Sophia Loren, Anthony Perkins WILD IS THE WIND (VV) Anna Magnani, Anthony Quinn — 110 min. (Rev. 12/11/57)	A FAREWELL TO ARMS (CS, color) Rock Hudson, Jennifer Jones — 159 min. (Rev. 12/19/57) THE GIFT OF LOVE (CS, color) Robert Stack, Lauren Bacall CATTLE EMPIRE (CS) Joel McCrea, Phyllis Coates PLUNDER ROAD Gene Raymond, Wayne Morris	WITNESS FOR THE PROSECUTION Tyrone Power, Marlene Dietrich — 114 min. (Rev. 11/27/57) FORT BOWIE Phil Carey, Jan Harrison LOST LAGOON Jeffrey Lynn, Peter Donat	THE GIRL MOST LIKELY (RKO) (color) Jane Powell, Keith Andes — 98 min. (Rev. 12/17/57) FLOOD TIDE (CS) George Nader, Cornell Borchers TOUCH OF EVIL Charlton Heston, Janet Leigh	DARBY'S RANGERS (color) James Garner, Etchika Choureau FORT DOBBS Clint Walker, Virginia Mayo	JET ATTACK (AIP) John Agar, Audrey Totter SUICIDE BATTALION (AIP) Michael Conners, John Ashley THE LIGHT IN THE FOREST (BV) (color) James MacArthur, Joanne Dru THE STORY OF VICKI (BV) Romy Schneider SMILES OF A SUMMER NIGHT (Rank F. D. A.) Ulla Jacobsson, Eva Dahlbeck

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

Holiday Crowds Make It a Happy New Year

Special Late Shows Slated For Tonight

(*Continued from page* 1)

it started anew on the opposite side of the street, winding past Toots Shor's on its way toward Fifth Avenue.

Warner Bros.' "Sayonara" and the Hall's annual holiday stage presentation were the reasons why people of all ages were queued up for as long as three hours. In the week ending Thursday, the Showplace of the Nation will gross an anticipated record of $225,000, with last Thursday, Friday, Saturday and Sunday responsible for $126,500 of that total.

To the surprise of many, the Paramount Theatre also had a waiting-line of epic proportions, extending as it did several times yesterday from Broadway to Eighth Avenue and back again almost to Sixth, taking time out to crawl completely around the Times Building. Hemmed in by over 100 New York City policemen, almost 15,000 potential patrons, the great majority of them teenagers, waited their chance to see Alan Freed and his in-person rock and roll show, a Paramount spokesman, who said that everyone was "too busy to count up the loot," reported.

Expects Record to Fall

Judging by the Paramount's admission scale of $2.50 for the better part of the day, the theatre has "every reason to believe that every record in our history will be broken." To speed up the turnover, the showing of the film attraction "It's Great to Be Young" has been dropped from the program "several times" during the past few days.

Block-long lines were also the rule at the Roxy Theatre, where "Peyton Place" was holding-forth in conjunction with a holiday ice revue. For the three day period ending Sunday, the big house racked-up a record $85,824, confirming the fact that the small-town drama is big town when it comes to business.

'Enemy Below' Strong

Another 20th Century-Fox release, "The Enemy Below" was treating the new Mayfair management to an excellent $19,500 weekend, one of the better periods in the history of the theatre. The CinemaCcope drama grossed $29,500 in its first five days.

At Loew's State, "Raintree County" was proving to be one of the biggest draws at that theatre in recent years. The Civil War epic grossed $40,000 over Friday, Saturday and Sunday, with $75,000 anticipated for the week ending Thursday. At the smaller Plaza, however, the film's close to three hours' running time was hurting audience turnover, with a gross of $10,000 recorded for the three day weekend.

Grosses Reported 'Excellent'

The adjacent Astor and Victoria theatres were both humming with activity with "Wild is the Wind" and "Paths of Glory," respectively. The Anna Magnani starrer drew $24,000 worth of patronage over the three day weekend, while Kirk Douglas' production was responsible for the $21,200 gross at the Victoria for the same period, both figures termed "excellent."

Further up Broadway, "Legend of the Lost" at the Capitol and "Pursuit of the Graf Spee" at the newly opened Odeon, were also doing well. The Capitol grossed $29,400 with "Legend" over the weekend, and the Odeon $26,000 with the British war drama during its first full week ending tomorrow.

Hard Tickets Sell Heavily

The town's four hard-ticket attractions—"The Bridge on the River Kwai," "The Ten Commandments," "Around the World in 80 Days" and "Search for Paradise"— all played to capacity houses at the Palace, Criterion, Rivoli and Warner, respectively. For 14 performances including New Year's Eve, "Kwai" will gross $45,000 at the Palace. By the end of its 60th week on Thursday, "Commandments" will have taken in $46,000 at the Criterion box office for 20 performances.

Out in the neighborhoods, Jerry Lewis' "Sad Sack" grossed $245,000 on the Loew's circuit for a week's engagement ending yesterday. The figure compares favorably with the $251,000 earned by "War and Peace" last year at the same theatres and at advanced admission prices.

Prices Slightly Higher

"Slightly advanced" admission prices will be the rule tonight at Radio City Music Hall, the Roxy, Paramount and the hard-ticket houses. Others, including the State and Capitol, will stick to their normal admission policies. All will run special late performances to usher in the New Year, proclaiming the traditional "Plan to celebrate New Year's Eve at . . ."

Top Product Pulls Throngs In Key Cities

WASHINGTON, Dec. 30—First-run theatres here report good holiday business, but most neighborhood houses found the going "disappointing."

Loew's theatres here reported business well above last year, especially with "Peyton Place," even though in its second week. "Don't Go Near the Water" and "The Enemy Below" were also doing well. RKO and Stanley Warner officials were "extremely pleased" with "The Sad Sack" and "Sayonara," respectively.

The Trans-Lux reported "terrific" business with "Pal Joey."

Neighborhood theatre managers attributed "disappointing" business to a lack of good holiday product, and are eagerly awaiting the strong product now playing first run.

KANSAS CITY, Dec. 30—The combined drawing power of "Peyton Place" and "Raintree County" has brought a degree of optimism to the film trade here this holiday season.

Opening Christmas Day at the Tower, "Peyton Place" reportedly rang up receipts totaling around $5,000, with most of the income being derived from the evening shows. The film also drew a large patronage Thursday and Friday nights, with matinees being on the light side.

Christmas Surge Carries Over

At the Roxy, "Raintree County," which also opened Christmas Day, enjoyed brisk patronage, with receipts only slightly under those for the Tower. The Christmas Day surge carried over the most part into Thursday and Friday.

For the first time in recent memory, several theatres here adopted the practice of opening holiday attractions in advance of Christmas Day, and the experiment paid off in part. The Paramount opened "The Sad Sack" Wednesday, December 18, and the Uptown, Fairway and Granada started "Kiss Them For Me" on the same day.

The Paramount experienced gratifying returns from the Jerry Lewis comedy and will play the attraction through tomorrow. The Uptown, Fairway and Granada fared less successfully with "Kiss Them For Me," that feature being withdrawn Thursday in favor of "My Man Godfrey" which will be shown through New Year's Day.

'Legend' Better than Fair

Loew's Midland, which opened "Legend of the Lost" on the 20th, also found the early Christmas playdate to be advantageous, if not outstanding. "Don't Go Near the Water" replaces it on New Year's Day.

CLEVELAND, Dec. 30—Business at downtown theatres on Christmas night was excellent, and in most instances way ahead of the same time last year. At Loew's State, Jerry Lewis in "Sad Sack" outgrossed himself in "Hollywood or Bust" on that one day by about $1,300.

Loew's Stillman and Ohio, however, made a better showing in 1956. At the Ohio, "The Ten Commandments" was in its sixth week and outgrossed "Around the World in 80 Days" playing its 28th week, by several thousand dollars. The Stillman last year played "Teahouse of the August Moon" which ran ahead of the current "Don't Go Near the Water."

At the Stanley Warner Allen, "Sayonara" was way out ahead of last year when on Christmas day "Love Me Tender" was in its twelth day. At the Hippodrome, "Peyton Place" was a Christmas night sell-out, more than doubling the 1956 Christmas night when "Zarak" was the feature attraction.

Post Christmas reports indicated that both "Sayonara" and "Peyton Place" will end the week with sensational grosses, based on weekend attendance.

DALLAS, Dec. 30—The Interstate, Rowley, Isley and Adelman circuits here all report "good" holiday business, with attendance figures slightly above those of last year.

The Interstate circuit attributes figures pointing toward toppling last year's holiday business to the superior product now showing at its downtown houses. "Raintree County" at the Tower, "Sad Sack" at the Palace, "Don't Go Near the Water" at the Majestic and "Les Girls" at the Esquire proved to be the big money attractions.

Dallas Likes 'Mad Ball'

"Operation Mad Ball" gave Isley, Rowley, and Adelman their good Christmas Day. Theatres playing "Mad Ball" were the Granada and Crest of the Isley chain, Adelman's Delman and Rowley's Texas. City managers for each chain credit the military romp for putting them over last year's figures.

HARTFORD, Conn., Dec. 30—Theatre attendance patterns are increasingly erratic throughout Connecticut, and any attempt to attribute whatever steadily-increasing business has appeared to any particular facet would be a herculean task, according to local trade observers.

Seven Films Stand Out

Boxoffice leaders at holiday time, 1957, are "The Sad Sack," "Legend of the Lost," "Peyton Place," "Les Girls," "Pal Joey," "Sayonara" and "Around the World in 80 Days."

The main argument being voiced by exhibitor leaders here is that major distributors have failed to set up a discernible schedule of comparable top-tier attractions to follow present playdates. Receipts are bound

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REVIEWS

Gun Fever

United Artists

Besides starring in this Harry Jackson-Sam Weston production, Mark Stevens has also directed the actionful proceedings from a screenplay which he co-authored with Stanley H. Silverman. Versatile as Stevens may be, the final product is by no means awe-inspiring, being simply the standard combination of hard riding and fast shoooting which has always found a ready audience with the less discriminating Western fans.

Given co-starring billing, John Lupton, as the sickly and rebellious son of sadistic outlaw Aaron Saxon, is the film's real center of interest. Stevens, cast as a hardbitten miner out to revenge the massacre of his parents by a band of Indians led by Saxon, is on the sidelines much of the time, and is the victim of poor character development. The other supporting players, especially comedian Larry Storch, playing it straight as a ruthless Mexican gunslinger, also suffer from the weakly defined characters they portray.

Partners in an unsuccessful mining venture, Stevens and Lupton set out to start a cattle ranch, but get caught in the schemes of the crafty Saxon, whom they both, unknown to each other, have good reason to see killed for all the innocent blood he has shed. Lupton meets and falls in love with Jana Davi, the Indian widow of one of Saxon's cohorts, who leads him to his father's hide-out. The climactic meeting of father and son is suspenseful and exciting, and suffice it to say, all ends happily.

"Gun Fever," therefore, will fill the bottom half of most double bills acceptably. A cast lacking in names of any great boxoffice impact, and the absence of color photography which might have placed it a niche or two above the increasingly large number of westerns of similar production values being turned out today, make Steven's triple-threat entry about par for the course.

Running time, 81 minutes. General classification. Current release.

WARREN HARRIS

Cast a Dark Shadow

DCA

HARTFORD, Dec. 30

Dirk Bogarde and Margaret Lockwood, both known quality performers on either side of the Atlantic, are principals in a baleful tale of a suave wife murderer. The logically-developed screenplay, by John Cresswell, is based on a Janet Green property, appearing initially as a novel and then as a play under the title of "Murder Mistaken." It is a Lewis Gilbert production, with Gilbert doubling as director and Daniel M. Angel, fast looming as one of Britain's better judges of melodramatic material, listed as executive producer.

Bogarde is the penniless, fortune-hunter, given to marrying elderly widows for their money. Miss Lockwood is seen as his would-be victim after the villain successfully carries off plotting the murder of his first wife, Mona Washbourne. But the ne'er-do-well gets his come-uppance through as admirable a flow of dramatic incident as has appeared in top-tier imports in recent years.

Robert Flemyng is characteristically competent as the family barrister who sees through Bogarde's amiability and reasons, too, that Miss Washbourne didn't check out of life unassisted.

Running time, 84 minutes. General classification. Release, not set.

A. M. W.

Holiday Takes

(*Continued from page 5*)

to suffer because of executive failure to plan long-range releasing, they assert.

BALTIMORE, Dec. 30—Business during the holiday period is good, but the trend is behind last year's. "Peyton Place," however, is doing twice as much business as last year, when "Hollywood or Bust" was the comparative attraction.

Christmas Day openings were "off." "Sayonara" didn't measure up to "Giant" of last year, nor did "Pal Joey" meet expectations at the Hippodrome, where "Bundle of Joy" was on screen last year.

Weekend Business Good

This past weekend, business was big at all first runs, but the boom was over by Monday.

Most neighborhood houses report grosses approximately 25 per cent behind last year's.

NEW ORLEANS, Dec. 30—"Raintree County" is doing "terrific" business at the Panorama. The management reports turn-aways of from 150 to 400 at every show, including the early matinee.

Undeterred by Rain

Even the heavy downpour on Christmas night which started about 8:30 and lasted for more than an hour didn't keep people away. They kept coming in droves, packing the house to capacity for the last show with many left standing in the lobby waiting for the rain to pass to be on their way to see other entertainment.

The MGM release is being shown on a continuous performance basis, with roadshow prices ranging from $1.25 to $1.50.

Schaefer Named

(*Continued from page 1*)

the companies include Alfred H. Tamarin, executive assistant to Youngstein; Jack Lewis, artists and repertoire representative; Harold L. Friedman, sales director, and Richard B. Gersh, promotion representative.

Television Today

Selectivision Sets Apartment Test

Selectivision, Inc. will begin public demonstrations of its toll television system in an eight-room apartment in Kew Gardens Hills, Queens by Jan. 15, a spokesman for the company has reported here.

In the belief that the public has never been given a chance to find out what toll TV's all about, Selectivision will place advertisements in the New York newspapers offering free engraved invitations to all who fill out a coupon stating that they are interested in finding out the how's and wherefore's of the controversial issue.

Studio Near Completion

Work on the studio which will transmit programs for the demonstration is almost completed at the Carlton House, located near Queens Boulevard and Main Street. Neighborhood residents are described as of the middle income group.

Exact details of Selectivision's programming were incomplete, although its executives continue to emphasize that they will be picking up the pictures being shown at the Elmwood Theatre in nearby Elmhurst, and "the best pictures of 1957." In answer to a similar announcement from the company several weeks ago, distributor representatives vehemently denied that their films could be shown anywhere but on the screen of the theatre for which they had been licensed.

Sees TV Set Sales Rising to 7,000,000

From THE DAILY Bureau

WASHINGTON, Dec. 30—Television set sales will rise in 1958 to about 7,000,000 sets, the president of the Electronic Industries Association predicted.

Dr. W. R. G. Baker said set sales in 1957 were about 6,500,000, some 4% below 1956, but would pick up again in the coming year. He estimated that the replacement market alone would absorb from 3,000,000 to 4,000,000 sets a year, and noted that second set homes are on the increase.

Some 47,000,000 TV sets are now in use, Dr. Baker declared.

Buy More Screen Gems

HAVANA, Dec. 30. — Stations CMBF-TV and CMQ-TV here have bought five more half-hour series from Screen Gems, states William Fineshriber, Jr., director of international operations for Screen Gems. The purchase was negotiated by Benigno Nosti, vice-president and general manager.

Anti-Toll TV

(*Continued from page 1*)

nances to the electorate, today reported the undertaking, which seeks approximately 53,000 signatures by Jan. 23, is progressing much more rapidly than the recent similar project in which the City Council action transferring 300 acres to Walter O'Malley for bringing the Brooklyn Dodgers here was placed in suspension. (The council today decided to put the Dodgers matter on the ballot for the regularly scheduled election on June 3, instead of running a special election earlier to decide the issue.)

Petitions Simplified

Tuchler said the petitions being circulated by the committee against the pay-television ordinances, which would implement franchises granted Skiatron and Fox West Coast Telemeter, are less complex in character and require less time for explanation to prospective signers. He said pay-television has been so extensively publicized in Los Angeles in recent months that sentiment concerning it has largely crystallized.

Audience Participation Gets New NBC-TV Twist

Ralph Edwards will introduce a new version of audience participation programs with "End of the Rainbow," starring Art Baker, m.c., on the NBC television network Jan. 11. Each week the program will originate in a different city, to present an unsuspecting subject with a surprise.

Three productions teams, operating out of New York, Chicago and Los Angeles, will cover the country in search of subjects. Ed Baily heads the over-all production unit.

WNBC Ups Reardon

HARTFORD, Dec. 30.—Robert J. Reardon, formerly in the central division office of NBC spot sales, has been named director of sales of WNBC, Channel 30, local NBC outlet, effective Jan. 6. The post has been vacant since September. George Lewis continues as local sales manager, with Jack Fox his assistant.

NTA Promotes Rodgers

Pete Rodgers has been named sales manager of the West Coast Division of National Telefilm Associates, Inc., by Harold Goldman, NTA executive vice-president. He will supervise sales in 13 western states served by the Hollywood office and will work directly with Berne Tabakin, vice-president in charge of the NTA West Coast division.

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